

The Pacific Telephone Magazine

Volume XVII

NOVEMBER, 1923

Number 5



OTHERS
YOUNG

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

H. T. SCOTT,
CHAIRMAN BOARD OF DIRECTORS.

G. E. McFARLAND,
PRESIDENT.

H. D. PILLSBURY,
VICE PRESIDENT AND GENERAL ATTORNEY.

J. C. NOWELL,
VICE PRESIDENT AND GENERAL MANAGER.

G. J. PETTY,
VICE PRESIDENT AND TREASURER.

S. A. MONSARRAT,
ASSISTANT TREASURER.

B. C. CARROLL,
VICE PRESIDENT.

J. T. SHAW,
VICE PRESIDENT.

C. E. FLEAGER,
ASSISTANT VICE PRESIDENT.

T. V. HALSEY,
SECRETARY.

F. C. PHELPS,
GENERAL AUDITOR.

C. S. CASASSA,
AUDITOR OF DISBURSEMENTS.

R. O. HOEDEL,
AUDITOR OF RECEIPTS.

E. S. PILLSBURY,
CHIEF COUNSEL.

C. W. BURKETT,
CHIEF ENGINEER.

P. H. COOLIDGE,
GENERAL COMMERCIAL SUPERINTENDENT.

J. H. CORCORAN,
GENERAL SUPERINTENDENT OF TRAFFIC.

D. P. FULLERTON,
GENERAL SUPERINTENDENT OF PLANT.

N. WIGTON,
ASSISTANT TO GENERAL MANAGER.

T. V. HALSEY,
SECRETARY EMPLOYEES' BENEFIT FUND COMMITTEE.

CONTENTS

FRONTISPIECE:

Parent Orange Tree, Mission Inn, Riverside, Cal. PAGE

Overseas Graves of Bell System Service Men Decorated on Memorial Day.....	3
Garfield Office, Seattle, Cut Over to Machine Switching	6
Death of Miss Mildred Althen.....	9
Story of the Tenth Annual Meeting of the Telephone Pioneers of America at Atlantic City	10
Promotion of Mr. Gifford.....	15
Bad Case	15
The Commercial Department's Part in the Los Angeles Olive Cutover.....	16
Fizz Buckets Once More Useful.....	17
A Story of the Recent Berkeley Conflagration	18
S. L. King Goes to Southern Division.....	21
Western Electric Executives Visit California.	22
Death of Manager Mahood.....	23
Largest Private Branch Exchange Installation West of Chicago Furnishes Biltmore Tele- phone Service	24
An Elegy Written in a Tourist Camping- Ground	25
EDITORIALS:	
“Lest We Forget”.....	26
Go and Keep Going.....	26
A Welcome Visitor.....	27
American Legion Holds Annual National Con- vention in San Francisco.....	28
Half a Chance.....	28
Report Minor Accidents Promptly.....	29
Employees Who Became Eligible for Service Emblems During October, 1923.....	30
Appropriate Window Display for Legion Week in San Francisco.....	31
NOTES FROM THE DIVISIONS:	
Coast	32
Oregon	37
Inland	40
Southern	42
Washington	48



Standing in the shelter of the patio of the Mission Inn at Riverside, Cal., deserving adequate protection, is this cherished parent orange tree. By the delicate process of grafting buds from this tree upon other stock, all the navel orange trees in California originated.

The PACIFIC TELEPHONE MAGAZINE

Volume XVII

NOVEMBER, 1923

Number 5

Overseas Graves of Bell System Service Men Decorated on Memorial Day

On Memorial Day, 1923, representatives of the Western Electric Company in France, acting on behalf of the Bell System, of which it is a part, visited and decorated the graves of all Bell System men who died in the service of their country during the World War and who are known to be buried overseas.

In all American cemeteries in France impressive memorial services were held, the United States embassy and the French authorities coöperating in making the arrangements. At a cemetery near Paris Ambassador Herrick addressed a great

throng of Americans and French who had gathered to pay tribute to the heroic dead. The accompanying photographs were taken at this time.

Some time before this an organization, known as the Overseas Memorial Day Association, had been formed for the purpose of raising a fund, the income of which would provide perpetually for the decoration, on Memorial Day, of the graves of American dead buried overseas. The American Legion acted as custodian of funds contributed in the United States and the movement was sponsored by



The American Ambassador, Myron T. Herrick, speaking at the ceremonies in the American Cemetery of Suresnes, on Mont Valerien, overlooking Paris, France, Memorial Day, 1923.



The Pacific Telephone Magazine.




OVERSEAS GRAVES OF PACIFIC TELEPHONE MEN DECORATED ON LAST MEMORIAL DAY

Top, left to right—Harry A. Grono, Benedict T. Wiley, Walter S. Bubbins. Lower—William C. Nixon, Jens J. Solhaug, Homer R. McDaniel. In the center are shown the French soldiers marching to the cemetery.



other national military organizations. It also had the endorsement and coöperation of the United States embassy in Paris and of American citizens in France.

Realizing that the purpose of this movement coincided with its own resolve to provide a means of perpetually honoring the memory of its former employees who died in the service, the Bell System, through the American Telephone and Telegraph Company, has made a contribution to this fund. The income from the contribution will be ample to perpetuate the annual decoration of the graves of all Bell System service men buried overseas.

In bidding farewell to a part of the Bell Battalion, just before its embarkation for France early in 1917, Brigadier General John J. Carty, then a major, said:

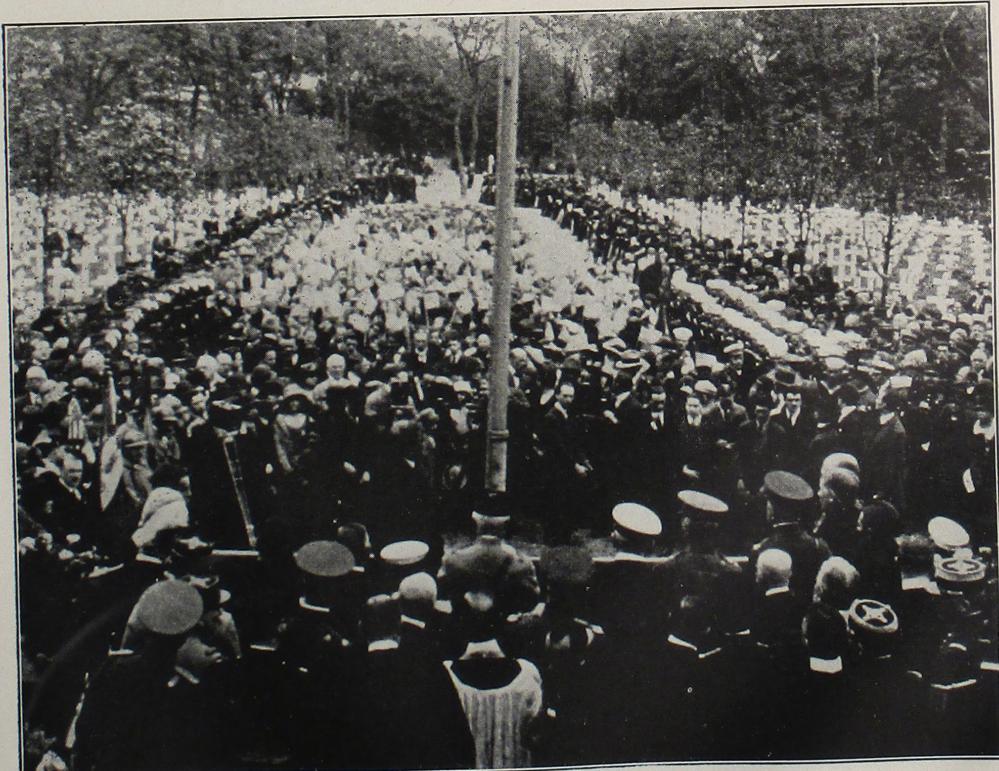
"Our hearts are with you . . . I wish you godspeed and hope that it will not be long before you will participate in another review—a review of the magnificent and victorious army of General Pershing returning after having fought and won a glorious peace."

He spoke as man to man, as soldier to soldier, but, most of all, as a member of the Bell System family to his brothers. His words carried a pledge that was never broken. Wherever duty called these and hundreds of other Bell System men who served their country overseas the hearts of their fellows at home went with them.

Two hundred and eight Bell System men did not return to take part in the victorious review predicted by their fellow soldier as they made ready to sail away. They gave their all. Some of them sleep in the land where they fell fighting. Wherever they are, the hearts of their fellows are with them.

The Bell System has not forgotten—can never forget. Their memory will live always, renewed each year in the fragrance of flowers tenderly laid upon the mounds beneath which they sleep their eternal sleep.

What more valuable than gold? Diamonds. Than diamonds? Virtue.—*Benjamin Franklin.*



CEREMONIES IN THE AMERICAN CEMETERY OF SURESNES, ON MONT VALERIEN, OVER-
LOOKING PARIS, FRANCE, MEMORIAL DAY, 1923

Garfield Office, Seattle, Cut Over to Machine Switching

"Are you ready?" challenged the chief operator.

"Ready!" promptly came the confident reply.

"Post your men."

And so the word was given, just as it was six months previously for the cut-over to panel type machine switching equipment of the three Seattle central offices, Melrose, Rainier, and West, this time exclaimed to signalize the cutover at midnight, Saturday, September 1, of Garfield central office from manual to panel type machine switching operation.

With this successful cutover, the number of stations in Seattle exchange operating by dial was increased from 12,000 to 18,000.

The new Garfield office is housed in the same type of brick, fireproof building as the other mechanical offices in the city, with floor area sufficient for a complete unit of 10,000 stations. The walls are constructed with the view of ultimately adding another story for the second unit when developments in this district require it.

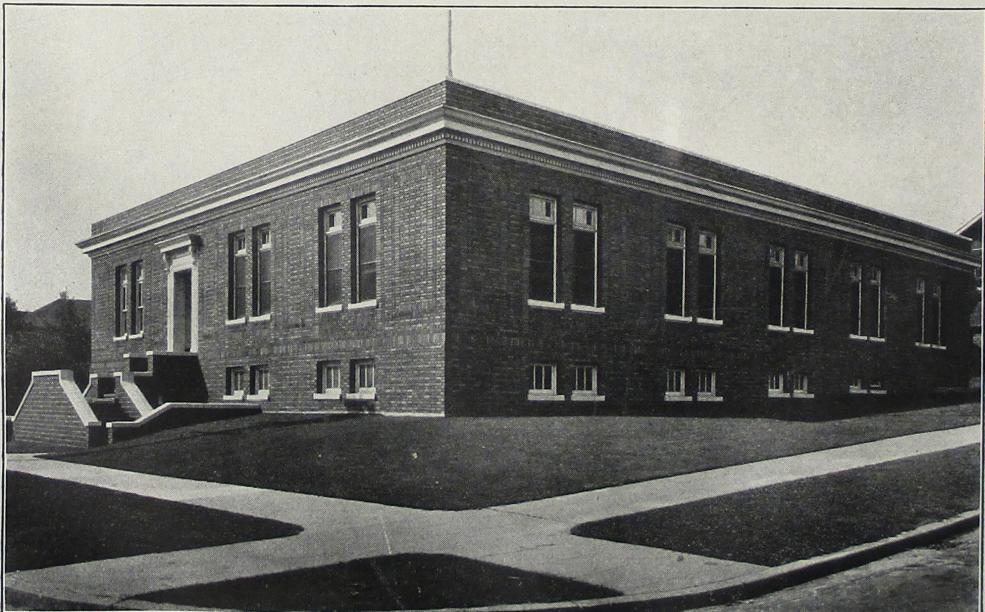
The district served by the Garfield office is known locally as Queen Anne Hill and is considered one of the best resi-

dential sections of the city. In addition, one small section of the lower waterfront is served by this office, so that the load is not completely residential, although predominately so. The displaced manual office was cut into service in 1905.

Two hundred and twenty-seven inter-office trunks are required for the outward traffic from this office and 297 trunks for the inward traffic.

Work on cutover of trunks started at 7:30 p. m. Saturday, and at midnight approximately 80 per cent of all trunks, both outgoing and incoming, were into the new office, tested out, and ready for service. Immediately after the cutover of subscribers' lines was completed, which operation consumed slightly over three minutes to complete in its entirety, the balance of the trunks were placed into the new office. This required but four minutes, as such trunks not into new office at the time of subscribers' cut were on patching jacks and merely required the operation of the gang switches to cut them over to the new office.

Immediately following this a retest of each entire trunk group was started, simultaneously with a voltmeter test of all subscribers' lines. At 3:35 a. m. Sunday



THE NEW GARFIELD OFFICE, SERVING THE QUEEN ANNE HILL DISTRICT OF SEATTLE HAS JUST BEEN CUT OVER TO PANEL TYPE MACHINE SWITCHING

every subscriber's line had been tested, and at 4:25 a. m. the retest of all trunks had been completed.

Involved with cutover was the necessity of converting the "senders" in the three existing machine switching offices. This on account of calls for Garfield prior to the cutover being handled by the relay call indicator method by these offices, and with the cutover such traffic came under the full mechanical method of operation. The manner of handling this conversion, while new and without previous actual cutover trial, proved satisfactory. An unusual feature in equipment was the machine switching "B" board developed for and used in Garfield office for handling the inward traffic from Main and Elliott offices.

These latter two offices, scheduled for cutover to machine switching operation early in 1924, are not equipped with key indicator facilities. A regular cordless "B" board is used in the existing mechanical offices to handle their inward traffic from the Main and Elliott offices. It was impossible to secure such equipment for the Garfield office, and instead three sections of two positions each of regular manual "B" board were placed with the multiple, an extension of the subscribers' final frames. The regular manual incoming trunk circuit with a slight modification of sleeve circuit is used, and operating practice is slightly different from standard in that the operation of a splitting key is required. This is in order that a line finder will not be started while operation is going into or coming out of multiple jack with the plug of trunk cord.

The coördination committee which worked so indefatigably and successfully in the former cutover, in preparing and maintaining complete working program and progress report and correlating field work and departmental responsibilities, functioned with the same energy and spirit in the Garfield office cutover. This committee consisted of the following:

J. J. Moore, district superintendent of plant, chairman;
W. C. Pickford, division commercial engineer;
L. E. Winget, division traffic engineer;
L. F. Gehres, district revenue accountant.

Training of employees of the plant, commercial, and traffic departments represented quite a task, but the smoothness with which the cutover was effected and



Mrs. N. P. Minor of East office, Seattle, who, until August 14, was Miss Mary O'Pata.

which has attended the subsequent operation of the office attests as to the thoroughness and efficiency of that training.

In preparation for the Garfield cutover, an extensive educational program was planned and carried out similar to the one directed toward the subscribers at the time of the first Seattle cutover last March. Garfield subscribers were directly instructed in the use of the dial through medium of a flying squadron organized under direction of R. C. Dillingham, and in a little over three weeks' time 14,506 persons were instructed. All others throughout the city were told to use the old telephone directory until midnight, September 1, and thereupon to destroy it and begin using exclusively the new directory.

Supplementing the individual instruction by members of the flying squadron in the Garfield district, letters went to all subscribers in that district notifying them that a representative of the telephone company would within a few days call to test the dials and demonstrate their use. On the day the flying squadron started out, newspaper stories carried the announcement.

The Pacific Telephone Magazine.

The August issue of the directory was delivered sealed. The wrapper bore the warning that the seal must not be broken and the new directory must not be used until Saturday midnight, September 1. Announcement that the directory delivery had started was made in the news columns and advertising space of the daily and weekly papers. During the twelve-day period of the delivery, ads and news stories kept before the public the fact of the approaching cutover and the reason why the old directory only must continue to be used until the change to the dial method, when many new numbers would become effective.

Garfield subscribers who could not be found at home when the company representatives went to their addresses to test the dials and give instruction, were requested by letter to call at the business office or to indicate when an instructor might visit them. The subscribers in the district also received a letter just before the cutover asking them to refrain during the first few days of the change from using the telephone to an unusual extent, so as to avoid overloading the traffic at the outset.

Immediately after the cutover a postcard notice was mailed to every Seattle subscriber urging him immediately to destroy his old directory.

Supplementing the house-to-house instruction, demonstration sets of the dial telephone were installed in the business office and constantly attended. At various drug stores and other locations throughout the Garfield district, public demonstration sets and demonstrators were established for a few days at a time. The employees of numerous concerns within the district, and a number of organizations, were addressed by representatives of the company on the use of the dial.

The news columns of the daily and weekly papers liberally assisted in obtaining public coöperation with reference particularly to the use of the directory. Immediately after the cut, the dailies emphasized the necessity of immediate destruction of the old directories.

Altogether, more than 2200 inches of advertising space were used in the daily and weekly newspapers. More than 600 column inches, or about thirty columns of an ordinary daily newspaper, were devoted to news items and material connected with the cutover. This is equivalent to nearly four full daily newspaper pages.

District Plant Chief Don J. Lundy organized the maintenance forces and conducted the "dress rehearsal" when the maintenance forces practiced in the offices under actual working conditions.



EMPLOYEES JOINT DISTRICT COMMITTEE, TRAFFIC DEPARTMENT, PORTLAND
SUBURBAN DISTRICT

Left to right—Mrs. H. Murray, McMinnville; Miss Nellie Anderson, Astoria; Mrs. Erma Peterson, Oregon City.



He also supervised the performance of the cutover.

W. E. Hunting, cutover supervisor, prepared the plans of the actual cut. Associated with him in this preparation were Ted Hewitt, in charge of subscribers' lines, and L. H. Osthoff, in charge of trunk lines.

By September 1 every arrangement and detail had been carefully planned, reviewed, tested, and rehearsed. The plan of the plant department alone, in form of operation sheets, comprised a thick volume. All operations were precisely timed and assigned to individuals held responsible for the respective duties of themselves and assistants.

This cutover, like the one on March 3, was handled on the dispatcher system. The cutover dispatches of both plant and traffic departments were located side by side in the Elliott office building.

The plant organization consisted of a chief dispatcher, W. E. Hunting, one sending dispatcher, T. Hewitt, one receiving dispatcher, L. H. Osthoff, and several clerks. At the various offices affected, plant supervisors and assistants were stationed with sheets of the operation for which they were responsible. Each man knew the exact minute and location at which he was to report. Supervisors were in touch with the dispatching board by private lines.

The traffic organization was in charge of Traffic Dispatcher R. F. Anderson, assisted by E. S. Bomstead. Traffic supervisors were assigned to each central office to keep in touch with trunk transfers, unusual conditions, congestions, and emergency calls during this period.

Among the visitors present to observe the cutover were J. C. Nowell, vice president and general manager; J. H. Corcoran, general superintendent of traffic; D. P. Fullerton, general superintendent of plant; R. E. Wolfe, traffic engineer; H. B. Van Etten, assignment engineer; F. Prince, engineer; F. T. Anderson, engineer; and J. F. Lowrie, division superintendent of plant, Oregon Division.

With the successful cutover to machine switching of four central offices behind them, the Seattle employees are all eyes ahead toward the last and final cutover which will complete the program undertaken over three years ago for the intro-

duction of machine switching equipment in Seattle. This next cutover is scheduled for early 1924, by which the downtown section of the exchange covered by Main and Elliott offices, and comprising 32,600 stations, will be changed to dial operation. This is a big task and involves many problems not encountered in the past cutovers, but all concerned are sure that a forthcoming issue of this MAGAZINE will herald the successful Main-Elliott cut just as this issue is recording the Garfield cut.

Telephone service in Japan costs \$500 for the installation of the instrument and a government tax of \$40.



MISS MILDRED ALTHEN

The spirit of sorrow has taken possession of the Los Angeles Humboldt office in the loss of the beloved evening chief operator, Mildred Althen. Cut off in the very flower of her youth, the short life of Miss Althen was terminated on September 29, after one week's illness of double pneumonia. Since her advent to Humboldt office about a year ago Mildred Althen was very close to the hearts of each of the employees. Patient, never admitting defeat, but with her gallant head held high, she was ever an unfailing source of encouragement to all, and she will never be forgotten. Extending the deepest sympathy to her bereaved family, and with the constant inevitable reminders of its loss Humboldt office mourns.

Story of the Tenth Annual Meeting of the Telephone Pioneers of America at Atlantic City

Twenty-four hundred Pioneers and guests, including men and women from every part and every department of the Bell System, thronged Atlantic City October 18, 19 and 20 to attend the tenth annual meeting of the Telephone Pioneers of America.

Even the largest of Atlantic City's big hotels could not care for such a convention, and accordingly Young's Million-Dollar Pier, extending out into the ocean more than a quarter of a mile, was taken over exclusively by the telephone crowd. The banquet on Saturday night, October 20, which marked the close of the convention was held simultaneously at four hotels.

At the meeting of the general assembly held Friday morning, October 19, A. L. Salt, vice president of the Western Electric Company, was elected president of the association for 1924, succeeding Leonard H. Kinnard, president of the Bell Telephone Company of Pennsylvania and Associated Companies.

The Bell Telephone Company of Pennsylvania was host to the Pioneers, and for weeks its committees had been busy

making reservations at some thirty hotels, arranging the afternoon and evening programs, organizing local transportation facilities, decorating the big pier and attending to a hundred other details.

As the arrivals began to pour into Atlantic City, Thursday evening, the pier became alive with life and color. The ballroom and sun parlor were decorated with ferns and bunting and a large orchestra played for those who felt moved to dance.

Impromptu reunions and receptions took place everywhere as fresh delegations came in, and every Pioneer found opportunity to greet old acquaintances and make new ones.

At 9:30 on Friday morning, the second meeting of the general assembly was called, with Mr. Kinnard presiding. This was attended by 131 delegates from the different chapters and was a rapid-fire meeting that was business from start to finish.

F. A. Stevenson, who was chairman of the executive committee, reported the transactions of his committee and motioned the adoption of several amend-



The president of the American Telephone and Telegraph Company, H. B. Thayer, and the president-elect of the Telephone Pioneers of America, A. L. Salt, taken at Atlantic City



ments to the constitution that were recommended by them. Among these was the elimination of the corresponding secretaries. Since the chapters in different localities have come into existence, the officers of these have taken over the function formerly held by the corresponding secretary.

The association has grown to 5836 members. During the past four years the membership has been multiplied by three, and five years from now approximately 16,000 will be eligible to join.

For some time there has been discussion as to some way of limiting the size of the convention. This had been discussed at the meetings of the individual chapters. E. K. Hall, vice president of the American Telephone and Telegraph Company, brought the matter to the attention of the delegates at the general assembly and frankly admitted that the executive committee had been unable to solve the problem. He called attention to the fact that there was no city in the country other than the one where the 1923 convention was held that could handle such a large crowd comfortably, and he suggested that the members of the chapters talk over the question of regulating attendance at the future meetings and present their thoughts and plans at the next chapter meeting.

He suggested each chapter select a delegate to go to New York to hold a joint conference with the executive committee of the association for the purpose of working out a feasible plan.

The officers for the ensuing year were elected at the general assembly. Mr. Starrett, the secretary, was instructed to cast the ballot for a unanimous election of the following officers: President, A. L. Salt, vice president Western Electric Company, Inc.; senior vice president, F. A. Stevenson, director American Telephone and Telegraph Company—Long Lines; vice president, Ben S. Read, president, the Mountain States Telephone and Telegraph Company; vice president, G. H. Dresser, general manager New England Telephone and Telegraph Company; vice president, J. F. Naylor, superintendent of equipment, New Jersey Division, New York Telephone Company; executive committee, for two years, B. A. Kaiser, special representative American Tele-

phone and Telegraph Company, to succeed B. A. Kaiser, and E. D. Nims, president Southwestern Bell Telephone Company, to succeed J. E. Warren. Following this, the meeting was adjourned.

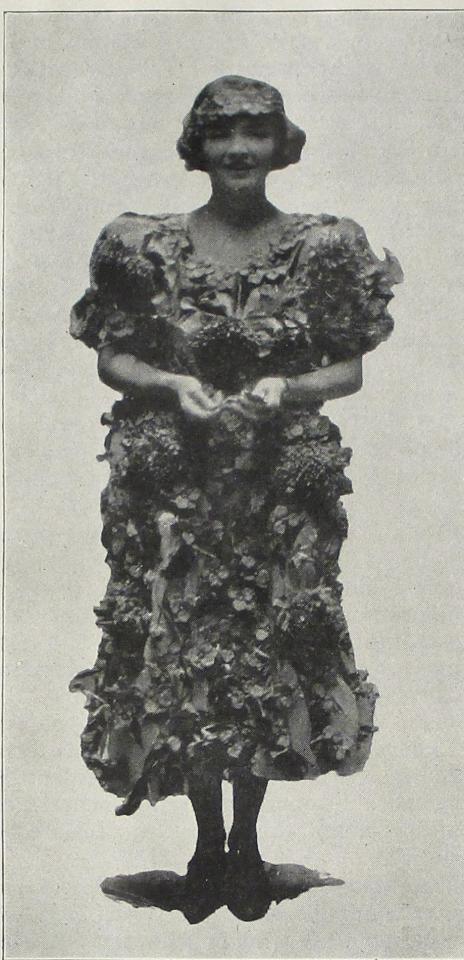
At 10:30 the tenth annual meeting was called to order. Mayor Bader of Atlantic City was unavoidably called out of town and he was represented by Mr. Arman, the deputy mayor, who extended a word of welcome to the Pioneers. He bade them feel at home in the city and appointed Mr. Kinnard a special deputy to see that every one had a good time. Then he presented him with the key to the city.

"Some Pioneering of the Past" was the theme of the morning, and the program included short talks by several members of the association.

Full of reminiscences was the introductory talk by Mr. Kinnard. He not only looked back to the pioneering days of the past, but spoke frequently of the great opportunity ahead. Particularly interesting was a recital of some of the personal experiences he had when, thirty-five years ago, he started in the business. "Experiences like these," he said in concluding, "are the things that cement us together. In our organization success or failure is not the success or failure of one, but of all."

The oldest Pioneer still in the business was the next speaker. On August 10, 1877, he became the first bookkeeper the telephone company ever had. He is Robert W. Devonshire, now vice president of the American Telephone and Telegraph Company. As bookkeeper his duties consisted of doing everything from correspondence to fixing telephones. He was the only man on the payroll. Describing these first days, he said:

"Previous to the organization of the National Bell Company, our poverty was obvious, our staff was too small to handle the various problems, we could not afford sufficient office space, legal, or clerical help, but by unrivaled enthusiasm and extraordinary perseverance we lived, and our growth has demonstrated beyond question that we have no equal in the world. Pioneers blazed the way, smoothing out the rough spots, widening and lengthening the trail—and the result is a monumental piece of work of which we may all be proud."



Eleanor M. Bothwell as "Miss Pacific" in "Conventionalities," the musical comedy presented by the Bell Telephone Company of Pennsylvania at Atlantic City's Garden Pier Theater, Telephone Pioneers' Convention.

In introducing H. B. Thayer, president of the American Telephone and Telegraph Company, Mr. Kinnard referred to him as our friend and fellow Pioneer.

"The real reason why I am here is because it is my privilege," Mr. Thayer said. "I can not take the attitude of an old timer." Further on in his talk, when he alluded to the future, he said: "We are further away from telephone saturation today than we were in 1900, considering the conditions at that time. It is the golden opportunity for the Pioneer, with all his background, to keep on doing the pioneering of the present."

The first of the women members of the

association to speak was Miss Katherine M. Schmitt, manager operators' training department of the New York Telephone Company. She paid a glowing tribute to the women, and particularly to the chief operators, who were the leaders of a vast proportion of those in the business, and supplemented her remarks with many interesting experiences about the central office of olden days.

From the Bell Telephone Company of Canada, Frank S. Routley, district manager at Kitchener, Ontario, came to speak of his experiences of twenty-four years in the service. He said: "It is my privilege in my present position to live in Kitchener, Ontario, an industrial city of thirty thousand population. One of my neighboring cities is Brantford, Ontario—The Telephone City, as it is known in Canada.

"Only a few days ago I revisited Tutela Heights, the old Bell homestead, at Brantford, and reverently stood between the two old trees where once was slung a hammock, and where in the summer of 1874 a young man, home on his holidays from Boston (Alexander Graham Bell), occupied that hammock and, in his dreams, conceived the idea of the telephone.

"I met Mrs. Tisdale, who as a girl sang into one of Mr. Bell's first transmitters. On her asking what she would sing, a cousin of the inventor, Miss Mary Bell, suggested that familiar old hymn, 'I Need Thee Every Hour,' certainly symbolic of the present status of the telephone in its universal need."

His concluding remarks were a vivid prediction of the future.

"As our forefathers pioneered this North American continent," he said, "and with axe, saw, fire, and gun left us a fruitful garden of twelve million square miles (three times the size of Europe), so may we as Telephone Pioneers, with telephone set, climbing irons, pliers, and pen, leave to our successors a work of universal service and benefit to mankind."

Although with but some two years of service, Honorable David S. Houston, former Secretary of the Treasury of the United States and president of the Bell Telephone Securities Company, has been elected an honorary member of the asso-

ciation. He was the last speaker at the morning session.

"You are fortunate," he said in his address. "Pioneers for the most part have not entered into the promised land. They have only looked towards it. Yours is one of the two biggest businesses in the world, and it is founded on the democratic principles that actuated our government."

Thursday afternoon and evening were turned over entirely to amusements. There was a band concert in the ballroom of the Million-Dollar Pier. Sailboats took parties for a short sail on the ocean from the Inlet. The Hygeia Swimming Pool was reserved for the exclusive use of Pioneers. There was an afternoon frolic at the Steeplechase Pier—the premier amusement pier of the resort. Later in the afternoon there was dancing in the ballroom of the Million-Dollar Pier, and at 2:15 there was a theater party.

The Pioneers and their guests were entertained at the Garden Pier Theater by eighty employees of the Bell Telephone Company of Pennsylvania, who presented the musical comedy "Conventionalities." The lyrics and music were written and the show produced entirely by telephone men and women.

The prologue was sung by a lineman who introduced girls in costume representing the associated companies and other organizations which make up the Bell System. The scene ended with a tableau picturing "Weavers of Speech."

This was followed by a two-act play, "Maid in France," which concerned the return of three ex-soldiers to a French village where they had served during the war. The play did not pretend to have much plot, but it furnished an excuse for plenty of singing and dancing that was voted as good as many Broadway productions.

Because of the large crowd at the convention, a second performance was given in the evening.

That night there was another frolic at the Steeplechase Pier and more dancing in the Million-Dollar ballroom.

Mr. Kinnard opened the final session of the convention Saturday morning by presenting the report of the transactions of the general assembly to the Pioneers, and then introduced the president-elect,

Mr. Salt, who thanked the Pioneers for the honor shown him.

The subject of the discussion of the session was "Pioneering of the Future and the Future of the Pioneers." Frederick L. Rhodes, outside plant development engineer, department of development and research of the American Telephone and Telegraph Company, delivered a talk on cable development and research. To hear him was a revelation of the progress that has been made. "To be a part of this growth," he said, "is not only our responsibility as telephone workers, but also one of our high privileges as Pioneers."

C. B. Smith, district manager of The Bell Telephone Company of Pennsylvania at Scranton, was the next speaker. "Speaking of the future," he said, "victory is finally ours, but with that victory comes a tremendous responsibility—a responsibility that you as Pioneers have already sensed. Methods will continue to be improved, but in addition to these things, the spirit of success that has characterized the past is necessary to carry on in the future."

The personal contact was the theme that ran through the talk delivered by Miss Carolyn H. Martin of the advertis-



A. L. Salt, vice president of the Western Electric Company, who was elected president of the Telephone Pioneers of America for 1924 at Atlantic City.



ing department of the Chesapeake and Potomac Telephone Company. She laid particular emphasis on the things that can be accomplished to help the system by the Pioneers having a personal interest in the "juniors" with whom they are associated.

E. H. Bangs, Fundamental Plan Engineer of the Illinois Bell Telephone Company, spoke of the future as he saw it in glowing terms. When Mr. Bangs had finished, the men and women of the "Conventionalities" company rendered a number of their most popular selections from the show.

The last speaker was E. K. Hall, whose address on the privileges and duties of the Pioneers as a powerful force in the Bell System was received with great enthusiasm. Mr. Hall reviewed at length the efforts being made to sow discord in the ranks of men and women in industry everywhere, and said that though every other organization might be rent asunder by such tactics, the Bell System would still be intact and would remain a stronghold of industrial peace and amity.

He pointed out much that Pioneer organizations could do and have already done to promote harmony and understanding among the 250,000 persons in the service of The Bell System—things, he said, that sometimes the management itself could not correct by rules and regulations.

At the conclusion of Mr. Hall's talk, J. G. Rea presented resolutions expressing thanks for the splendid entertainment accorded the Pioneers by H. B. Thayer, president, and the American Telephone and Telegraph Company; C. G. DuBois, president, and the Western Electric Company, and L. H. Kinnard, president, and the Bell Telephone Company of Pennsylvania and its associated companies. J. T. Moran, president of the Southern Bell Company and vice president of the association, assumed the chair and extended the thanks of the association to Mr. Kinnard, and then Mr. Kinnard declared the 1923 meeting adjourned.

Saturday afternoon was given up again to entertainment and amusement, and the Pioneers went from place to place along the Boardwalk in rolling chairs or on foot to take in the activities that had been specially reserved for them. The weather

was delightful, and Pioneers were the people of the hour.

The climax of the convention was the banquet tendered by the American Telephone and Telegraph Company simultaneously at the Ambassador, Chelsea, Ritz Carlton, and Traymore hotels. The banquet room at each of these places was beautifully decorated with flowers and flags and each room was equipped with a loud speaker.

It was probably one of the most unusual banquets ever held. There was no hotel in Atlantic City sufficiently large to accommodate the entire crowd, yet in each place the entertainment and speakers were identical. This was maneuvered by taking the speakers from place to place and running the banquet on a time schedule.

The young women who were in the show distributed copies of the souvenir, which was a beautifully printed book, "Twelve Years of the Telephone Pioneers of America." After this they took to the tables copies of the "Telephone Blues," a burlesque edition of the *Telephone News*, gotten up specially for the convention. Articles illustrated with queer pictures and cartoons were credited to the different magazines published in the Bell System. Another of the souvenirs was a record of "Onward, Pioneers," the official song of the association, which was sung by the chorus of "Conventionalities."

Mr. Thayer was one of the four men on the "Pioneer Chautauqua," and his speech, like the others of the evening, contained many amusing references. But in a more serious vein he said:

"You are Pioneers, which means that you have had at least twenty-one years in the service, and this pre-supposes loyalty, honesty, and efficiency of service. We love the company for what it represents, and I believe that it is led on by the spirits of those who have gone before. Let us keep it not only a good place for young men and women to work, but let us help to make it a better place."

The Western Electric Company was represented by Doctor F. B. Jewett, vice president. He said that the Western Electric Company people were delighted to be eligible for membership in the association, and that they always had and always would be for and with the Pioneers.

General J. J. Carty was reminiscent in his talk at the banquet and paid high tribute to the Pioneers who had built up the association.

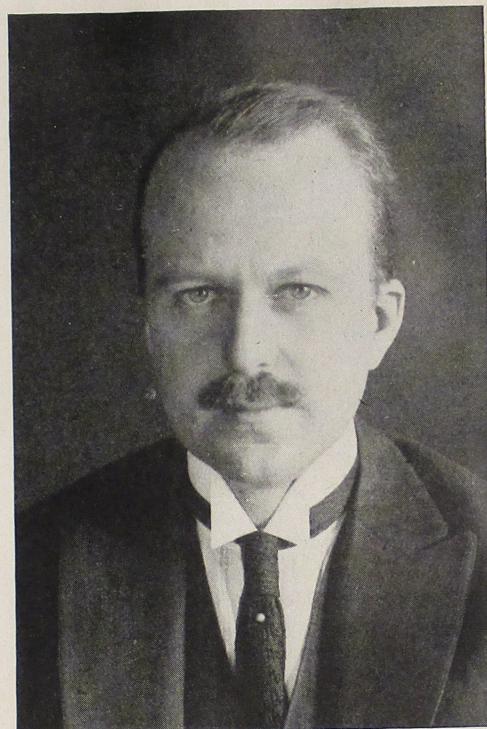
The banquets were over by 11 o'clock. Interspersed among the speeches were a number of vaudeville acts that were put on through the courtesy of the Western Electric Company. The Pioneers from the West went to their special trains, which left Atlantic City at 1 o'clock Sunday morning. The others returned to their hotels to rest up before they went back to their homes and their jobs and the reminiscences of the "greatest convention," in the words of R. H. Starrett, secretary of the association, that the Pioneers have ever witnessed.

Promotion for Mr. Gifford

The directors of the American Telephone and Telegraph Company at their regular meeting on October 16 created the office of executive vice president, and by electing Walter S. Gifford to that executive position formally recognized a relationship to the business in which he has gradually become established.

Mr. Gifford entered the Bell system nearly twenty years ago, when he went to work in the offices of the Western Electric Company in Chicago, where he gained a valuable experience in accounting and financial matters. In 1908 Mr. Vail brought him into the American Telephone and Telegraph Company as chief statistician, where he developed the statistical department until it earned a position of authority among American statisticians.

When it became evident that the United States might have to enter the war and a committee of citizens undertook to take account of the industrial resources of the country so that they might be utilized to the best advantage, Mr. Gifford was considered best fitted to take charge of this work. On account of his success in this preliminary study of what the nation could do, when war came he was naturally selected by President Wilson to be the director of the council of national defense. Being the executive head of the council during its period of war activity, Mr. Gifford was enabled to perform a notable service in behalf of his country and the allied nations and at the same



WALTER S. GIFFORD,
Executive Vice President, American Telephone
and Telegraph Company
© Underwood & Underwood, New York

time received valuable experience and became well acquainted with statesmen and industrial leaders.

After the war was over Mr. Gifford was called back to the American Telephone and Telegraph Company, and appointed comptroller in place of C. G. Dubois, who at that time became president of the Western Electric Company. A year later he was made a vice president of the company in charge of financing and accounting, and for the last two years has added to these duties a share of the executive work of the headquarters organization.

Bad Case

A psychiatric board was testing the mentality of a negro soldier.

"Do you ever hear voices without being able to tell who is speaking or where the sound comes from?"

"Yes, suh," answered the negro.

"And when does this occur?"

"When I's talkin' over de telephone."—

Exchange.

The Commercial Department's Part in the Los Angeles Olive Cutover

The Olive cutover effected at midnight, August 18 last, after months of effort on the part of all departments, will go down into history as the greatest cutover so far in the annals of our company, and an achievement worthy of a place in the long line of notable events chronicled by the Bell System.

A story somewhat apart from the engineering and installation of the huge project is that of the commercial department's part in preparing the public for the changes to be effected and the issuance of the necessary service orders which originate in that department.

In order to appreciate the magnitude of the job, let us glance for a moment at the outline of the Olive cut as it affected the commercial department.

A new directory issue, 275,000 copies, for use on and after midnight, August 18, had to be prepared in manuscript, printed and delivered to subscribers inside of a period of eight weeks. As this directory contained upwards of 70,000 telephone number changes effective at midnight, August 18, approximately 1,000,000 people had to be informed that they must use this directory on and after that date and hour, or serious service

reaction would result. As it would be a physical impossibility to deliver this directory at the hour set for its use, this same public had to be informed that while the directory was already in the possession of the subscribers, it must not, under any circumstances, be used until after midnight, August 18.

Service orders had to be issued totaling 65,190 and representing 108,591 stations; letters had to be written to subscribers affected by the changes, and personal visits to many of the large telephone users were required.

How was all this accomplished?

First, the job was mapped out, the details scheduled and divided into four main divisions; training of personnel, sales work, directory, and publicity.

The next step was the training of the commercial people so that all would have an adequate picture of the machine switching method of operation and the program to be followed. This was essential, as they were the ones who would meet the public. Night classes were instituted consisting of twenty-five members each, three hours a night, three nights a week, for two weeks. At the conclusion of each class a written exami-



SURPRISE SHOWER GIVEN IN HONOR OF MRS. L. M. PARKER, FORMERLY ISABELLE KENNEDY, IN THE OPERATORS' RESTROOM AT BREMERTON, WASH.

nation was given, and it is a matter of pride among the contestants that a very high average score was made. As there were a number of ties, no medals have been awarded.

The sales work required the issuance of 65,190 orders, countless telephone calls to subscribers, and letters. Changes in connection with the cutover made it necessary for salesmen to call on subscribers representing 26,976 stations, in a little more than two months.

A detailed story of the work accomplished in connection with the August directory issue alone would require more space than the editor can spare. It is a fact, however, that every date was met and the stupendous job of placing the Olive cutover directory in the hands of the telephone-using public was done in schedule time.

It was apparent that so extensive a rearrangement of the Los Angeles telephone system would require the active coöperation of the company's patrons, and considerable thought was given to the matter of adequate public education. Under the general heading of "Publicity" was placed the preparation of newspaper advertisements, news stories, outlining of the work the company was doing in keeping pace with the extraordinary growth of Los Angeles, billboard posters, window posters, window displays, and public demonstrations. No meager credit should be given to the "Big Idea" organization, which did such splendid service in educating the public through their interesting demonstration, consisting of switchboard equipment and operation, supplemented by talks and entertainment.

A series of advertisements, seven in all, ran in the newspapers commencing August 2 and ending August 23. Supporting the information contained in this series, devoted chiefly to the use of the cutover directory, more than one hundred news stories appeared in the Los Angeles papers, which papers gave us splendid support in our difficult problem. Two billboard posters were designed and displayed throughout the city. The first called attention to the new directory to be delivered for use after August 18, and not before, and the second was displayed on August 19 and after, which featured the use of the new directory and the

necessity of referring to it before making any call.

Supplementing these efforts, hundreds of posters were placed in store windows in the city and stereopticon slides and film "trailers" were shown in many of the moving picture theaters. Window displays covering the use of the August directory were also exhibited in the business office windows at 740 South Olive Street. Subsequent events demonstrated that by means of all of these agencies the public mind became pretty thoroughly saturated with the telephone company's problem and its method of accomplishment.

It should be remembered that the Olive cutover was only one step in the company's great expansion program, the completion of which next year will place the Los Angeles telephone system on a great metropolitan basis and worthy of the city it serves.

Fizz Buckets Once More Useful

When the Steamship *Leviathan* landed at Southampton, England, on the end of her maiden voyage it was the plan of the United States Lines to give a "goodwill luncheon" to English shipping and newspaper men in the dining salon of the great vessel.

Being eternally on the job, the London office of the Western Electric Company sent a representative to Southampton at once to see if the salon was so arranged that the speakers could be heard by the five hundred or more guests who would be present. He decided it was not and consequently made a visit to the office of the United States Lines. The outcome of this visit was that a Western Electric Public Address System was installed in the *Leviathan* post-haste. The time was so short that it was impossible to mount the horns in the usual manner so they were placed on the bottoms of the upturned silver champagne buckets, now officially obsolete.

After the luncheon the installation was made permanent and so arranged that the orchestra music from the social hall could be transmitted to the other ball-rooms.

A man who dies, leaving his wife and family without life insurance, doesn't die; he merely absconds.

A Story of the Recent Berkeley Conflagration

On the morning of September 17, a north wind of unusual velocity was sweeping over Berkeley. It was an exceptionally hot day, particularly favorable for fires to originate and spread. There was a smoke haze in the air, indicating a fire blown from a distance of many miles, and hill fires were burning in Marin and Sonoma counties, as well as in many other parts of Northern California.

About 11:00 o'clock the fire warden reported by telephone that he had one fire under control in Dublin Canyon and was then in Wildcat Canyon looking for a fire in that direction. With this assurance, it seemed like the Berkeley hill district was protected.

About 2 o'clock a black cloud of smoke was seen rolling up from back of this section. It was the first intimation of a real danger to the city. Then the fire was observed close to a house where a small group of men were found fighting heroically to save the building. The fire, however, was soon out of control and a telephone message was then sent to the University of California to call out the students. An alarm was immediately sounded on the Campanile chimes, and as the students assembled they were directed to fight the fire. The women stu-

dents were told to follow the men and stop at houses along the way and get gunnysacks and buckets to hand out to the men. The commanding officer at the Presidio in San Francisco was then called by telephone and asked to send troops, and to bring dynamite and men experienced in blasting.

By this time the fire was sweeping over the hills to the south and it was evident that at the rate of progress it would soon bear down upon the Claremont section and continue through to Oakland. North of the Campus, the sight was too terrifying to seem real. The whole hillside was a bewildering maze of burning homes. Automobiles carrying household articles and trucks with infirm people or invalids on mattresses were streaming down from the burning district to safety. Thousands of people, chiefly college students, were gathered along the margin of the flames, stubbornly fighting to arrest their advance. Here and there a fire engine was stationed, and firemen were battling heroically against fearful odds. No one will ever know the innumerable acts of courage and heroism performed during those three hectic hours in which a square mile of homes was burned. Groups of college boys ran through each



THIS PHOTOGRAPH WAS TAKEN AS THE FIRE WAS CONSUMING SOME OF BERKELEY'S MOST IMPOSING AND COMFORTABLE HOMES



*IT TAKES PATIENCE, INDOMITABLE COURAGE, AND FORTITUDE TO CLEAR AWAY DEBRIS
AND PLAN AND ERECT HOMES IN AN AREA SUCH AS THIS*

house just as it caught fire and saw that no one was left within. In some instances, they were obliged to drag or carry out dazed people frantically looking for possessions or too bewildered to move.

Considering the rapidity with which the gale swept the flames, with whole sections bursting into flames simultaneously, it is remarkable that no lives were lost and very few injuries sustained. It speaks well for the intelligence and resourcefulness of the people that all escaped that mad, impetuous rush of the tempest. Many stories are told of people attempting to escape in automobiles which caught fire, compelling the occupants to run for their lives; of women rescued when surrounded by burning houses, and of innumerable other close calls.

As the fire came roaring and cackling down the hills, licking up the shingle houses by the hundreds and eating its way nearer to the heart of the business district, there seemed no possible hope for any of Berkeley, or even for Oakland. The attempts at dynamiting appeared to have no effect in arresting the on-rushing flames. Then it was noticed that the wind was dying down. There came a breath of cool, moist air from the bay. In that instant, the terrible peril hovering over Berkeley and Oakland was averted. From the moment the wind

shifted the fire ceased to leap and spread and was quickly under control. In three hours from the time the black cloud had left its awful front and roared down upon the city, a square mile of homes was marked only by ghostly chimneys and smoking embers. Some three to four thousand people had been driven from their seven hundred homes and had disappeared.

When the moments of eminent peril were to be reckoned with, the fire had reached a distance of three blocks from the central office of our exchange. During this time, every possible means had been taken by the plant forces to combat the flames before they reached the office. Fire extinguishers, hose and water buckets were rushed from outside sources. Men were stationed on the roof of the building to watch for sparks and burning embers.

When the fire was under control, efforts were directed toward the restoration of service, and a rapid check of the situation disclosed that about 500 lines were registering permanent signals and that the traffic was at its peak. Thousands and thousands of signals flashed and it seemed as if every person who had a telephone found it necessary to use the service. Not only local, but transbay and toll lines were literally kept hot with the rush of calls. Former operators and those



From the Presidio in San Francisco were sent soldiers to guard the Berkeley property that had not been entirely consumed by the flames.

off duty, sensing the need for their help, volunteered their assistance, exemplifying that spirit of service so prevalent among the operating forces.

Late into the evening hours this load continued, as friends and relatives were being brought together by the use of the telephone. Citizens were being assembled to make plans for emergency relief, and the public at large was kept informed.

With the aid of plant records, the maintenance cable force, which had been held in readiness, was dispatched into the burned district to clear all ends of cables destroyed. This was made extremely difficult, as darkness had approached and the entire fire-fighting force was still on duty. The streets were littered with wreckage and practically all landmarks were obliterated. Working continuously throughout the night, these men succeeded in cutting off forty subsidiary cables, with the result that the permanent signals were reduced materially by daylight, the underground cable plant cleared of any possible contact with foreign current, and subscribers' lines still intact, working on multiples of cables destroyed, were placed in service. The business office was kept open all night and a force of commercial

men did their part serving the public, every assistance being rendered refugees who came into the office in search of friends and relatives.

Meanwhile, officials of the various departments came personally to Berkeley to aid in every possible manner. Conferences were held and by morning plans were completed to meet the emergency. Heavy line gangs were started as soon as daylight would permit, clearing up the damaged aerial plant. Engineers went into the field for a survey to determine the proper steps to be taken in rebuilding. Installation forces started a check of the houses destroyed, and the maintenance forces simultaneously started a check of the houses bordering on the burned district which were still left standing. It was thus possible to start numerous drop crews reestablishing service and instrumentalities were repaired as the work advanced. The men were hampered, as it was necessary to build past terminals, string duplex across the burned area, and in many instances replace instruments forcibly removed during the fire by parties unknown, but the promptness with which the service was maintained and the lines restored in the houses left standing was a subject of much favorable comment in the press and from the public. While it was a gigantic project, the personnel was equal to the task. The fire had destroyed approximately 200 company poles, 100 crossarms, 45 anchors, 150 terminals, 15,000 feet of various sized cables, and 750 instruments.

With some 700 homes wiped out, the total financial loss in this disaster is estimated at ten million dollars. It is roughly estimated that perhaps 45 per cent of this loss was covered by insurance, which makes the actual loss many millions, but, with the spirit that prevails among the people of Berkeley, they can not be downed by adversity and out of the ruin of vanished homes will arise a new and even more beautiful residential district than that of yesterday.

The question of human welfare is not an economic question. It is a moral question. Our civilization perishes unless the great powers it has developed are directed by a greater moral force.—President Coolidge.

S. L. King Goes to Southern Division

On the evening of October 16, the operating employees of the San Francisco offices gathered in the Bush Street building to bid farewell to S. L. King, district traffic superintendent, who is leaving San Francisco to take up new duties in the Southern Division. Mr. King's friends from the various departments also called to pay their respects, and all joined in wishing him success in his new position.

The restroom was beautifully decorated in seasonal flowers and autumn foliage and the prevailing symbols of Hallowe'en. At 10 o'clock the guest of honor was escorted to the dining-room, where refreshments were served. The tables were decorated with autumn leaves and flowers, and an exquisite basket of flowers marked the guest of honor's place. Much merriment was furnished by the favors that were presented and by the blue bird whistles which a dainty little "miss" distributed.

Music for dancing was furnished by members of the Blue Bell Orchestra, and many compliments were extended to the musicians on the excellent harmony rendered by the boys. After refreshments, the assemblage returned to the restroom and continued to dance until the orchestra played "Home, Sweet Home." Among

the numbers played during the evening were: "Salt Your Sugar," "That Old Gang of Mine," "The West, a Nest and You," "I Cried for You," and "Rememb'ring." The latter is being featured by the "Topsy and Eva" company at the Alcazar Theater, San Francisco. All those who attended the party enjoyed themselves.

The farewell party was given under the auspices of the Employees' Plan of Representation, and Mr. King was presented with a written testimonial of appreciation signed by the Employees' District Committee, as follows:

DEAR MR. KING: The members of the San Francisco Employees' District Committee are delighted to learn of your promotion, although it means we must lose you.

For your cordial and helpful coöperation in the past we are truly grateful, and if the Coast Division is losing a splendid man, we are glad it will be a corresponding gain for the Southern Division and trust that they will appreciate it.

Although we deeply regret our loss, we will do our best to help make San Francisco service what you would like it to be.

So, let us wish you success in the sunny South, and assure you it will be a real pleasure for us to remember you.

R. B. CALLAGHAN,	E. GRIFFIN,
C. M. DEMPSEY,	L. C. LONKEY,
M. L. FITZGERALD,	P. M. MITCHELL,
N. A. GAUL,	E. STODDARD,

Employees' District Committee.



This photograph shows the interior of The Home Telephone and Telegraph Company's booth at the Inter-State Fair, held in Spokane, Wash., from September 3 to 8. An enlarged sketch of the well-known subject, "As If Across a Desk," was placed in the background of the booth, with lights giving it effective illumination. The roof of the booth was in the form of a pyramid with five flag staffs from which the American colors floated. Small coin boxes were installed at the right and left of the counter and also on the outside walls around the booth. Manager George A. Walker of the Spokane exchange reports that this unique exhibit attracted a great deal of attention.



Western Electric Executives Visit California

In the latter part of October our company was favored by a visit from Charles G. DuBois, president of the Western Electric Company, and F. B. Gleason, the general telephone sales manager of that corporation. Both gentlemen are well known to our associates by reason of the close relations existing between our company and the Western Electric Company, and both have made frequent visits to our territory.

The career of Mr. DuBois with the Western Electric Company began in 1891, and his progress from that time is a record of successive promotions, both with that company and with the American Telephone and Telegraph Company. In 1907 he was appointed comptroller of the American Telephone and Telegraph Company, and for eleven years was a prominent figure in Bell executive circles. In 1917 he went to Washington as comptroller of the American Red Cross, where his commercial and accounting experience was placed at the disposal of that great welfare organization. He re-

turned to the American Telephone and Telegraph Company in May, 1918, returning again to the Western Electric Company as vice president in the following October. He was elected president of the Western Electric Company when H. B. Thayer became chief executive of the American Telephone and Telegraph Company, in July, 1919. From clerk to the head of an organization of 65,000 employees in twenty-eight years is a sufficient commentary upon his efficiency and results secured. His career is an example and inspiration to every one of us, and his high position as an executive has not been reached and maintained at the expense of the cordiality and geniality of the man.

Mr. DuBois and Mr. Gleason were the honored guests at a luncheon given by President G. E. McFarland of our own company at the St. Francis Hotel, San Francisco, on October 22. Mr. DuBois gave an informal talk upon the growth and plans of the Western Electric Company, with interesting comments as to the relations of that great organization with the telephone industry. The assembled guests listened intently to his remarks, which gave them much information in these particulars.

The guests invited by Mr. McFarland to the luncheon were Messrs.

C. G. DuBois,	N. Wigton,
F. B. Gleason,	W. A. Folger,
H. P. Treat,	P. H. Coolidge,
E. J. Wallis,	J. W. Gilkyson,
W. S. Berry,	C. P. Morrill,
John Bray,	H. G. Bates,
Carl Whitmore,	G. N. Brewer,
A. H. Vorum,	John Kearns,
H. V. Michener,	H. W. Edelen,
C. S. Bigelow,	D. P. Fullerton,
T. H. Richardson,	H. McBurney,
H. T. Scott,	R. T. Joslin,
H. D. Pillsbury,	W. H. Brommage,
J. C. Nowell,	W. R. Patton,
B. C. Carroll,	O. R. Cole,
C. J. Hall,	J. P. Dunphy,
J. T. Shaw,	J. H. Corcoran,
G. J. Petty,	F. J. Reagan,
S. A. Monsarrat,	H. M. Prescott,
T. V. Halsey,	R. E. Wolfe,
C. E. Fleager,	M. R. Sullivan,
C. T. Blanck,	C. W. Burkett,
H. Matthiesen,	R. W. Mastick,
C. S. Casassa,	H. E. Pratt,
R. O. Hoedel,	E. V. Cobby,
H. J. Whelan,	A. N. Hall,
H. D. Gidney,	D. E. Wiseman,
P. W. Gallagher,	G. H. Senger.



CHARLES G. DUBOIS,
President Western Electric Company

On October 23, continuing their inspection trip, Mr. DuBois and Mr. Gleason left for Los Angeles where they made a first-hand study of the situation in the southern metropolis. Another luncheon was given in their honor at which Mr. A. B. Cass, president of the Southern California Telephone Company, acted as host. Mr. DuBois again addressed our associates along similar lines as at San Francisco. The Los Angeles guests were:

C. G. DuBois,	E. F. Zacher,
F. B. Gleason,	W. W. Bailey,
N. R. Powley,	L. C. Miller,
A. B. Cass,	J. L. Adams,
H. L. Harper,	B. G. Wright,
I. F. Dix,	D. W. Gibbs,
F. N. Rush,	G. R. McCully,
Arthur Wright,	A. W. Young,
C. E. Fleager,	C. M. Good,
C. H. Weldon,	T. R. Gaines,
H. P. Treat,	Geo. de Nevers,
A. B. Vandercrook,	E. E. Manning,
W. F. Gibbs,	H. B. Allen,
W. R. Kugler,	A. L. Littig,
W. J. Murray,	G. R. Rutherford,
Carl Whitmore,	S. L. King,
E. J. Wallace,	O. Sweningsen,
J. R. Knapp,	G. L. Larson,
C. G. Leiberg,	V. W. Russell,
S. W. McCallen,	C. C. Kastner,
J. P. McNicholas,	R. J. Whittaker,
B. J. Leonard,	H. J. Sheppard,
C. T. Blanck,	H. A. Hansley.

Everything in the universe takes place in accordance with natural laws. There are no accidents. There are many natural laws, but one fundamental or primordial law in the law of service or usefulness.—*Exchange*.



EMPLOYEES IN THE COMPANY'S CAFETERIA
AT SACRAMENTO

Left to right—Mary Arditto, matron; Grace Miller,
chief matron; Oda Trengove, matron.



Death of Manager Mahood

This photograph is that of the late Manager George A. Mahood of Mill Valley, Cal., whose death occurred on October 15, 1923, as the result from an operation performed to relieve a stomach condition from which he had been a sufferer for a number of years.

George, the familiar name we all knew him by, for five years prior to November, 1912, acted as this company's agent at Corte Madera, he being a partner in the well-known firm of Mahood Brothers. On December 17, 1912, he entered this company's service as manager at Orland, Cal. On December 16, 1913, he was transferred as manager to Red Bluff. On April 1, 1919, was transferred to Redding as manager. On November 24, 1919, was transferred to the position of chief clerk to the district commercial superintendent at Oakland. On March 31, 1920, was transferred to manager at Mill Valley, which position he held at the time of his death.

He was of sterling character, a true friend, and a man beloved and respected by all who came in contact with him. He leaves two small children, Raymond F. Mahood, a son, aged eight years, and Beverly J. Mahood, a daughter, aged six years, motherless and fatherless, as Mrs. Mahood died some time ago. His associates feel that they have lost a true friend, and this company a valuable employee.

Horace Porter said that the American flag is our sole emblem of fidelity to our country.



Largest Private Branch Exchange Installation West of Chicago Furnishes Biltmore Telephone Service

The growth of Los Angeles and its telephone system is best typified by the wonderful Biltmore Hotel and the telephone equipment necessary to serve its needs.

In December, 1921, plans were consummated for the erection of the Los Angeles Biltmore Hotel, and on October 1, 1923, the doors of this beautifully appointed hostelry were opened to the public. Beauty, grace, proportion, hospitality, comfort—in all of these the Los Angeles Biltmore is distinguished and likewise the city itself is distinguished by this fine hotel, which is of, and for, Los Angeles and her guests. Its exterior beauty, fronting on Pershing Square, the rich, quiet lobby and the palatial dining-room, the spacious Galeria Real, its thousand homelike rooms, are but few of the features of this wonder hotel.

Down town, at Fifth and Olive, near every phase of the city's life, the Biltmore is ideally located not only to serve

the citizens of Los Angeles, but her guests.

Situated on the third floor, in a room designed especially for it, is a mammoth private branch exchange of the very latest design placed at the disposal of the hotel and its guests by the Southern California Telephone Company. Likewise on the first and second floors of the hotel are conveniently located attended public telephones, also of the very latest design, for the convenience of the hotel's patrons. The private branch exchange consists of 12 sections of 604-C switchboard, with 1160 relay line circuits, 80 trunk circuits, a chief operator's desk, 4400 line distributing frame, and a 5-bay relay rack, also a complete power plant consisting of a 50-ampere mercury arc rectifier and a type F, 15-battery. The hotel, in order to operate this switchboard, properly, employs 29 operators and a chief operator, and the telephone company, as is its custom, has made neces-



THE BEAUTIFUL NEW BILTMORE HOTEL IN THE HEART OF LOS ANGELES' BUSINESS SECTION WAS OPENED TO THE PUBLIC ON OCTOBER 1



THIS BIG P. B. X., OF THE LATEST DESIGN, WAS FURNISHED BY THE SOUTHERN CALIFORNIA TELEPHONE COMPANY FOR THE BILTMORE HOTEL IN LOS ANGELES

sary provisions to insure the integrity of this service.

The public stations on the first floor consist of a two-position attendant's desk with fourteen trunks to the central office and ten lines connecting the stations located in booths. A portion of the telephones in these booths are equipped to give direct service when the attendant is off duty, thereby furnishing the hotel with twenty-four hour service.

The public stations on the second floor are similarly arranged, except that there are nine booths.

In addition to this service, non-attended public stations are conveniently located throughout the building.

While the ground was not broken for this hotel until August, 1922, nevertheless the telephone company, with its characteristic foresight, had estimated and made preparations for the hotel's telephone service as early as December, 1921, and this super-service was in readiness prior to the opening of the hotel.

The combining of this finished telephone mechanism in the finest of hotel buildings west of Chicago is an exemplification of what can be accomplished by the coördination of superlative hotel service with the latest development in telephone art, and gives to Los Angeles one of this country's show places.

The employees of the Southern California Telephone Company directly con-

nected with this achievement should not only be congratulated by their fellow employees, but by the city of Los Angeles itself.

An Elegy Written in a Tourist Camping-Ground

The Klaxon sounds the knell of parting day,
Some late arrivals through the dust clouds
creep

And three hours after we have hit the hay
The noise calms down so we can get to sleep.

Save where, from yonder pennant-clad sedan
The radio set emits its raucous squeal,
And underneath a nearby light, a man
Pounds until daylight on a busted wheel.

Beneath those tattered tops, those patent tents,
Where falls the dust into each sun-burned pore,
Each on his folding bed of slight expense
The rude explorers of the highway snore.

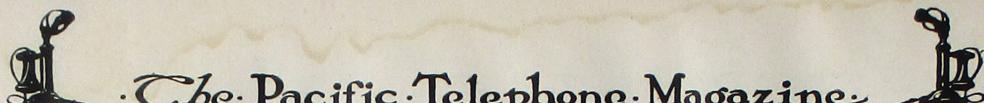
Let not ambition mock their creaky cars,
Their khaki clothes, of vintages obscure,
Nor grandeur view, with hauteur like a czar's,
The short and simple flutters of the poor.

The boats of shiny paint, the pomp of power
And all that charms the motoristic fop,
Await alike the inevitable hour—
The paths of touring lead but to the shop.

Can streamline hoods or silver-plated hubs?
Back to its mansion call the missing spark?
Can plush upholstery foil the clumsy dubs
Who bang into your fenders in the dark?

Full many a boob of purest ray-serene
Succumbs each summer to the touring itch;
Full many a car is doomed to blush unseen,
And waste its sweetness in a western ditch.

—Spokane Spokesman-Review.



The Pacific Telephone Magazine.

THE PACIFIC TELEPHONE MAGAZINE

Published monthly at
San Francisco for the benefit of its employees
by The Pacific Telephone and
Telegraph Company

B. C. CARROLL - - - - - EDITOR
WALTER A. FOLGER - - - - - ASSISTANT EDITOR
Shreve Building, San Francisco, California



Thanksgiving!

Praise God from whom all blessings flow;
Praise Him, all creatures here below;
Praise Him above, ye Heavenly Host—
Praise Father, Son and Holy Ghost.

"Lest We Forget"

FIVE YEARS AGO on the eleventh of this month, the ringing of bells, the shrieking of whistles, impromptu parades, and jollification, told a tense world of a strain relieved. To a million anxious hearts it was proclaimed that they now need only beat in the joy of the return of loved ones and not in the pain of terrible uncertainty. The nation was told that the flag was still there, though its glorious folds had new rents and stains. It was told that the gray hordes were halted and that a world menace had disappeared with the silencing of the rhythmic beat of the goose-step.

But at what a cost! Millions of lives—the best blood of the nations—and in this loss the greater loss of millions of other lives of this same blood never to come into being. Uncounted treasure taken from the world's accumulations, with its possibilities, if not so wasted, in industry, benevolence, education, and progress. The suffering and misery of millions. Broken hearts—to carry their agony in silence until their last pulsations.

A terrible price—but worth it, if it has meant the perpetuation of our institutions, a stronger adherence to the ideals of loyalty and patriotism, more humanity, more equality, and that a world better in every way is to arise from the catyclysm.

Three millions of our nation's young men were there on the line from Flanders to the Argonne. Eighty thousand made the great sacrifice, and row after row of crosses in a foreign land are mute but eloquent testimonials to their courage and willingness to give their all when their country called.

Over nine hundred men—and women—from our own company donned the uniform—and were ready. Twelve did not come back to us. Still wearing the uniform, they were mustered out to join the spirit ranks of phantom legions who have died as they died—on duty. They died for their country—they died for us.

So—lest we forget:

VOLTAIRE BARKER,
WALTER SAMUEL BUBBINS,
HARRY A. GRONO,
FRANK ROY EMORY,
ERNEST PERCY IRISH,
JOHN HARVEY JOHNSTON,
HOMER R. McDANIEL,
HENRY A. McNAMARA,
WILLIAM C. NIXON,
JENS JOHAN SOLHAUG,
LAWRENCE EDWARD SWEENEY,
BENEDICT THOMAS WILEY.

To them our company has erected a lasting memorial in one of our most beautiful buildings, and we adopt as our own the final words of their commanding officer at its unveiling and dedication:

"Comrades, we salute you!"

"Your names, inscribed on this tablet, will serve as an inspiration for us, your living comrades, to bear higher the torch you have borne, to follow the example you have set. We swear that you shall not have died in vain, while at your memorial we devote ourselves again to the ideals for which you passed to the great beyond."

Go and Keep Going

A PISTOL CRACKS. The race is on. A dozen horses leap under the wire. From that second the object of each is to come first under that same wire at the close of the race. There is one first prize and much honor. Probably there is a second and third prize. Nine horses will get nothing. Some may be distanced, to gallop in unnoticed as the grandstand empties.

Blood and training will play their parts. Patience and intelligence will

count. Seizing opportunities, determination, gameness, the never-give-up spirit are factors in the final result.

Life is a race determined by the same traits and qualities. Competitors are beside us, ahead, and behind. There are not prizes for all. We may all wish for them, but wishing bears no particular relation to achievement. No one is going to run down the track to meet us and hand us the rewards. Some of us are just leaving the post, some are at the quarter, some at the half, and some in the home-stretch.

At the track a horse will be seen to quickly take advantage of an opening. A quick dash and he is in the van. Again, a horse may be well back in the procession. Suddenly in a burst of speed he passes horse after horse and takes his place at the front. So in life watch for openings and opportunities. If discouraged, summon every energy, and a spurt

may put you ahead. Never, never give up. Remember that the race is not over until it has been run.

A Welcome Visitor

IN OCTOBER our company was favored by a visit from Edgar S. Bloom, vice president of the American Telephone and Telegraph Company, New York, who spent some days with our officials in consultation over local conditions and problems. Mr. Bloom is well known to our employees, and his visits are always particularly welcome in this territory by reason of his former association with this company as general superintendent of plant.

To make a net gain of one telephone, generally speaking, $4\frac{1}{2}$ telephones are installed and $3\frac{1}{2}$ telephones are disconnected. The average annual increase in the telephones of the Bell System is now over half a million.



Deeds have been recently recorded transferring this property, $137\frac{1}{2}$ feet wide, on Bush Street, between Grant Avenue and Kearny Street, San Francisco, to our company. Much of interest could be written of this site, for in 1869 W. G. Ralston erected thereon the California Theater, at that time one of the largest, most luxurious playhouses in the United States. Booth, Barrett, McCullough, Edwards, and other famous thespians appeared here. The fire of 1906 destroyed the landmark. Our company proposes shortly to begin the erection of a splendid big steel frame office building in which will be housed central office equipment designed to care for the telephone demands of downtown San Francisco.



American Legion Holds Annual National Convention in San Francisco

San Francisco was host to the American Legion at its fifth annual national convention, October 16 to 19, 1923. This was without a doubt one of the largest conventions ever held in San Francisco.

On account of the nature of this organization, which is composed entirely of men who fought in the World War for the preservation of American democracy, their deliberations naturally attracted considerable attention and interest. Josef Haller, Commander-in-Chief of the Polish Army, was the guest of honor. Men of prominence in the United States attended the convention and delivered addresses which were received with enthusiasm by the delegates and their friends. Among them were Honorable Hiram W. Johnson, United States Senator; Honorable James J. Davis, Secretary of Labor; Admiral R. E. Coontz, Commander - in - Chief, United States Fleet; Lieutenant General Hunter Liggett, general chairman national convention committee, and other city and state officials. One of the outstanding features of the convention was the monster parade, October 17, when 30,000 American Legion members marched from the

Ferry to the Civic Center. When the parade started, a drizzling rain was falling, but the skies cleared before the parade was over. The weather, however, failed to dampen the spirit of the marchers.

During the session it was unanimously adopted to convene in Paris at certain periods, and the first convention for Paris was set for 1928. Many important matters were brought before the convention and successfully disposed of. The nomination of officers concluded the convention, October 19, when a Californian, John Quinn, was elected national commander, the first time since the Legion's inception that a man was selected for that post from a section west of Iowa.

In order to serve the official business of the convention, an 80-line switchboard with 12 trunk lines and 60 stations was installed by our company, and was taxed to its capacity to serve the convention properly. All unofficial business was handled at numerous pay stations in the Auditorium, and in order to furnish information to the legionaries a commercial representative was stationed at the Civic Auditorium.

The committee in charge of the telephone service at the Auditorium commended the telephone company for the service rendered them by the commercial, plant, and traffic representatives.

Half a Chance

"Some time, when I get half a chance,"
Remarked young Jackson Bee,

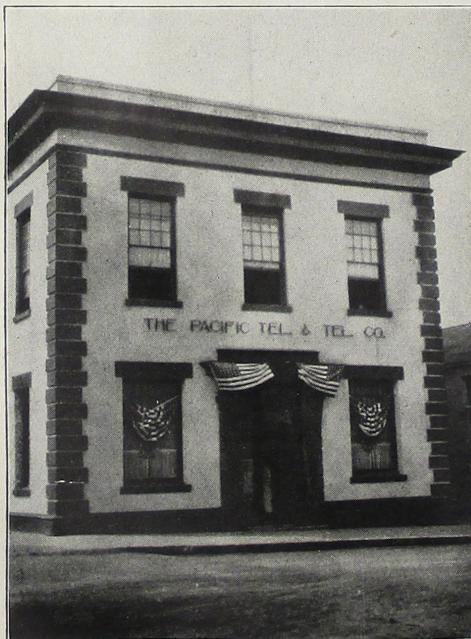
"I'm going to study high finance;
It greatly interests me."

I want to know—and know it right—
This Wall Street game. What, ho!—
And that reminds me that tonight
We're shooting pool, you know!

"Some time, when I get half a chance,
My mind's made up to learn
The Spanish lingo; I'd advance
In business; and I'd earn
A lot more 'dough' beyond a doubt—
But I can't start just yet;
I'm reading Dumas's works—about
Half through. Hot stuff, you bet!"

"Some time, when I get half a chance,
I've got a great idea
Of office system to enhance
The boss's business here.
I'll bet he'll say that it's all right—
And raise my salary, too!
If I weren't out most every night,
I'd put the darn thing through!"

—Clarence M. Lindsay in "Forbes."



Eureka exchange building decorated in honor of the American Legion Convention held in Eureka during last August.

Report Minor Accidents Promptly

In a recent publication of this MAGAZINE your attention was called to the importance of acquainting yourself with the Plan for Employees' Pensions, Disability Benefits and Death Benefits.

You were advised to familiarize yourself not only with the advantages to which you may become eligible under this Benefit Plan, but also with the requirements of the Plan which you are expected to observe in order to share in these advantages.

One provision which is closely connected with the subject of this article reads in part as follows: "Accidental injuries shall be considered as arising out of and in the course of employment, only where the injury has resulted solely from accident during and in direct connection with the performance of duties in the service of the company," etc., and in concluding reads, "There must be a clear and well established history of the cause and circumstances of injury accidentally inflicted, and they must be sufficient to produce the alleged injury," etc.

In order to establish a clear and definite cause of an injury, it is very necessary that the injury be reported at the time of its occurrence, or as soon thereafter as it is possible for the employee to get in touch with his immediate supervisor.

Serious accidents, resulting in considerable suffering or disability, almost invariably come to the notice of supervising and fellow workmen immediately, so that it is rarely difficult to establish a cause for the disability in such cases; but it is the advisability of reporting minor accidents promptly that we wish to urge upon employees.

Slight accidents, resulting in only a small cut, scratch or bruise, are frequently looked upon by the employee as too trivial to mention, and the formality of sending in the necessary accident reports appears out of proportion to the nature of the injury.

It sometimes happens that accident reports are received by the Benefit Fund Committee when an employee has an infection resulting from a slight scratch, which he thinks is due to his employment because he can not account for it in any other way, yet the condition is one which could be due to many causes both inside and outside his line of duty, and no report was previously made of such a scratch. In some instances the Benefit Fund Committee is called upon to accept such a case as one of accident disability, even though the infection complained of does not develop until several weeks have elapsed following such an alleged scratch, which was not reported by the employee when it occurred.

It is the purpose and desire of the Benefit Committee to administer the Benefit Fund in a fair and impartial manner, and a little thought on the part of employees will readily indicate that, in assuming responsibility for such cases and making payments from the fund in connection therewith, the committee would not be administering the fund for which it is responsible according to the requirements of the Benefit Plan.

The immediate reporting of minor accidents will eliminate much unnecessary correspondence and delay in the authorization of accident disability benefits, besides insuring prompt medical attention, in the event that such accidents do not cause disability until after considerable time has elapsed. Therefore, we should have the coöperation of all employees in promptly reporting slight or minor accidents.

EMPLOYEES' BENEFIT FUND COMMITTEE.



Employees Who Became Eligible for Service Emblems During October, 1923



Forty Years' Service—
Prendergast, Cornelius, San Francisco, Cal.

Thirty-five Years' Service—
Harrison, Albert J., Los Angeles, Cal.

Thirty Years' Service—
Drewery, Harold G., Portland, Ore.

Twenty-five Years' Service—
Hampton, Chas. J., San Francisco, Cal.
Hardisty, Henry A., Tacoma, Wash.

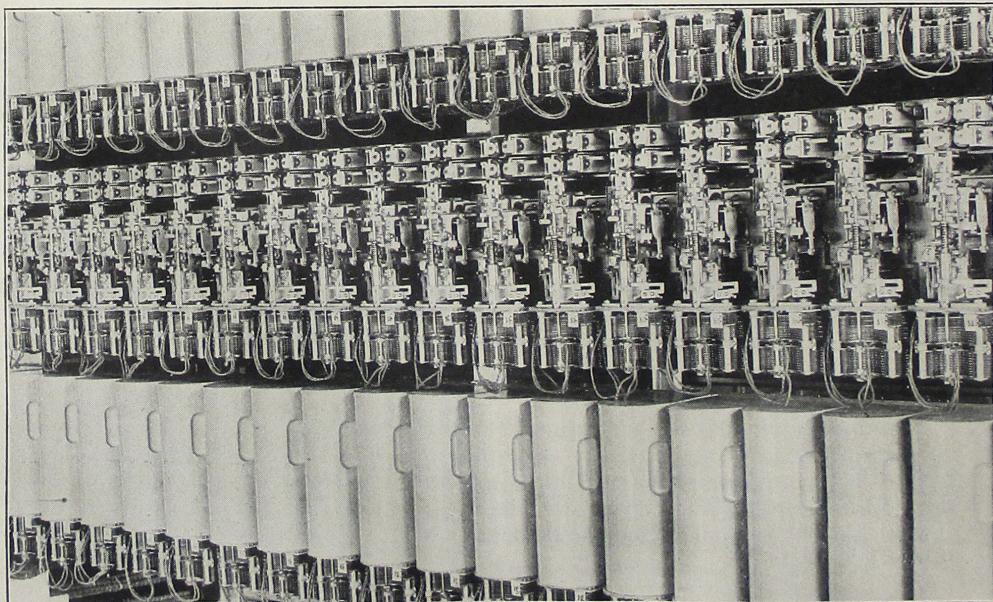
Twenty Years' Service—
Holmgreen, Della, Los Angeles, Cal.
Patchen, Raymond N., Los Angeles, Cal.
Stafford, Anna W., Los Angeles, Cal.
Vogel, Leonard J., Los Angeles, Cal.
Miner, Ralph W., Napa, Cal.
Johansen, August, Oakland, Cal.
Olmstead, Henry M., Oakland, Cal.
Gilbert, Edward, Portland, Ore.
Batkis, Norton T., San Francisco, Cal.
Burns, Thomas J., San Francisco, Cal.
Geary, Thomas B., San Francisco, Cal.
Knotts, Joseph A., San Francisco, Cal.

Fifteen Years' Service—
Houston, Robert O., Los Angeles, Cal.
Newell, Chas. E., Los Angeles, Cal.
Walker, Grover H., Los Angeles, Cal.
Erickson, Marie, Portland, Ore.
Bateman, Earl B., Portland, Ore.
Angelbach, Wilhelm, San Francisco, Cal.
Barry, Nicholas P., San Francisco, Cal.
Shaw, Harry G., San Francisco, Cal.
Stetson, Thomas A., San Francisco, Cal.
Stewart, Granyville Q., San Francisco, Cal.
Eddington, Miles, Seattle, Wash.

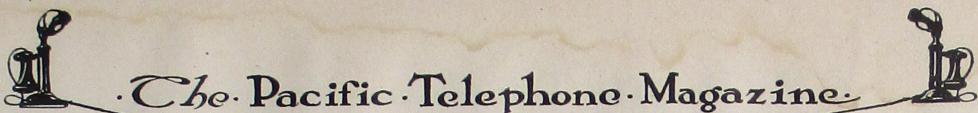
Grassl, Clara E., Seattle, Wash.
Martin, Robert A., Upland, Cal.

Ten Years' Service—
Newkirk, Blanche, Long Beach, Cal.
Blake, Josephine, Los Angeles, Cal.
Miller, Blanche, Los Angeles, Cal.
Paulin, Celia, Los Angeles, Cal.
Pfister, Mina M., Los Angeles, Cal.
Rood, Nannie E., Los Angeles, Cal.
Sylvis, Hazel, Los Angeles, Cal.
White, Frances E., Los Angeles, Cal.
Gabbush, Mae F., Portland, Ore.
Kerber, Margaret, San Diego, Cal.
Podjarsky, Bessie G., San Francisco, Cal.
Lindner, Kathryn, Santa Monica, Cal.
Hillabrant, Reta M., Seattle, Wash.
Poole, Edna F., Stockton, Cal.
Johnson, Judith A. T., Tacoma, Wash.
Quann, Margaret M., Tacoma, Wash.
Murphy, Mary L., Vallejo, Cal.

Five Years' Service—
Fagerson, Marguerite L., Arcata, Cal.
Boylan, Leatha, Auburn, Cal.
Dietrich, Clara K., Colton, Cal.
Platt, Grace A., Eugene, Ore.
Crouch, Lura K., Glendale, Cal.
Cook, Viola J., Grass Valley, Cal.
Pearl, Beatrice M., Grass Valley, Cal.
Elliott, Virginia, Hollister, Cal.
Thirion, Bertha, Lankershim, Cal.
Thompson, Sarah J., Los Altos, Cal.
Ayers, Nettie M., Los Angeles, Cal.
Bethards, Irene E., Los Angeles, Cal.
Bulson, Helen, Los Angeles, Cal.
Clark, Eva H., Los Angeles, Cal.



LINE SWITCHES IN THE RECENTLY CUT OVER TRINITY OFFICE, LOS ANGELES



The Pacific Telephone Magazine.

Cochran, Phoebe, Los Angeles, Cal.
 Collins, Mary R., Los Angeles, Cal.
 Crotts, Mary, Los Angeles, Cal.
 Dearlove, Adria S., Los Angeles, Cal.
 Lloyd, Helen A. V., Los Angeles, Cal.
 Miller, Anna, Los Angeles, Cal.
 Poelman, Elizabeth, Los Angeles, Cal.
 Rhodes, Hilda W., Los Angeles, Cal.
 Robinson, Genevieve F., Los Angeles, Cal.
 Rose, Florence F., Los Angeles, Cal.
 Sayres, Lena M., Los Angeles, Cal.
 Sorensen, Fern L., Los Angeles, Cal.
 Stiffler, Evelyn R., Los Angeles, Cal.
 Van Osdoll, Emily, Los Angeles, Cal.
 Walker, Edna E., Los Angeles, Cal.
 Warner, Retha L., Los Angeles, Cal.
 Bushman, Cecile E., Oakland, Cal.
 Clifford, Alice E., Oakland, Cal.
 Healey, Leona K., Oakland, Cal.
 Jeschién, Margaret, Oakland, Cal.
 Peterson, Erma, Oregon City, Ore.
 Mueller, Nell A., Pacific Beach, Cal.
 Landros, Nora A., Pasadena, Cal.
 Ridky, Helen W., Pasadena, Cal.
 Green, Lillian M., Port Blakely, Wash.
 Amery, Muriel, Portland, Ore.
 Barbeau, Clara G., Portland, Ore.
 Brown, Mabel A., Portland, Ore.
 Cady, Myra B., Portland, Ore.
 Cooper, Majorie J., Portland, Ore.
 Johnston, Julia F., Portland, Ore.
 Moe, Leslye M., Portland, Ore.
 Morgan, Margaret M., Portland, Ore.
 Pardey, Frieda D., Portland, Ore.
 Swicgood, Anna V., Portland, Ore.
 Vandenberg, Lucille H., Portland, Ore.
 Zwingli, Louise E., Portland, Ore.
 Clark, Emma P., Riverside, Cal.
 Belmer, Annie, Sacramento, Cal.
 Wire, Florence, Sacramento, Cal.
 Harrison, Clara L., San Diego, Cal.
 Hillger, Harriett I., San Diego, Cal.
 Morgan, Hazel A., San Diego, Cal.
 Steiskal, Agnes E., San Diego, Cal.
 Whitmore, Nettie S., San Diego, Cal.
 Bauchou, Blanche I., San Francisco, Cal.
 Bjorman, Florence A., San Francisco, Cal.
 Campbell, Rita S., San Francisco, Cal.
 Condare, Matilda, San Francisco, Cal.
 Conway, Gertrude M., San Francisco, Cal.
 Griffin, Adeline I., San Francisco, Cal.
 Kahlke, Emma W., San Francisco, Cal.
 Keyser, Kate Natalie, San Francisco, Cal.
 Knouse, Frieda B., San Francisco, Cal.
 Kornmayer, Hattie, San Francisco, Cal.
 Peterson, Agnes H., San Francisco, Cal.
 Righton, Viola L., San Francisco, Cal.
 Schalich, Gladys A., San Francisco, Cal.
 Sparks, Etta L., San Francisco, Cal.
 Steiger, Catherine, San Francisco, Cal.
 Thomson, Lucille, San Francisco, Cal.
 Penniman, Vinan L., San Jose, Cal.
 Edwards, Harriett A., San Mateo, Cal.
 Roberts, Muriel R., San Mateo, Cal.
 Smith, Lena, San Pedro, Cal.
 Confer, Lillie M., Santa Ana, Cal.
 Loper, Eva M., Santa Ana, Cal.
 Baird, Estelle W., Seattle, Wash.
 Campbell, Irene N., Seattle, Wash.
 Carpenter, Eva M., Seattle, Wash.
 Middendorf, Emma L., Seattle, Wash.

Nollan, Elsie, Seattle, Wash.
 Porter, Violet B., Seattle, Wash.
 Ratcliff, Louise E., Seattle, Wash.
 Ridean, Mrs. Wm. P., Seattle, Wash.
 Robinson, Mildred, Seattle, Wash.
 Robson, Clara A., Seattle, Wash.
 Geil, Edna, Spokane, Wash.
 Parent, Rose, Spokane, Wash.
 Patzwaldt, Helen, Spokane, Wash.
 Stawe, Cecelia, Spokane, Wash.
 Merante, Edith, Stockton, Cal.
 Warren, Vera M., Wilmington, Cal.
 Magnusen, Hazel E., Woodburn, Ore.
 Jorgensen, Laura M., Salem, Ore.

Appropriate Window Display for Legion Week in San Francisco

The Pacific Telephone and Telegraph Company, in the decorative scheme at its pay station, 105 Powell Street, paid tribute to its male and female employees who so gallantly volunteered their services in the World War as well as paid tribute to the American Legion during its convention, October 16 to 19. The front of the building was decorated with American flags and the legion colors. In the windows were framed pictures of an operator in overseas uniform sitting at a switchboard, with an army marching by, depicting the employees of The Pacific Telephone and Telegraph Company who volunteered for service in France, also the 8th Telegraph Battalion at Monterey, which was changed to the 411 Telephone Battalion in France, composed entirely of employees of The Pacific Telephone and Telegraph Company. In the background was placed a citation of the American Telephone and Telegraph Company received from the War Department and official American Legion welcome banners. The pictures were draped with red, white, and blue streamers which filled the window, and on either side the Signal Corps colors representative of that branch of the service and festooned with American flags in a sunburst.

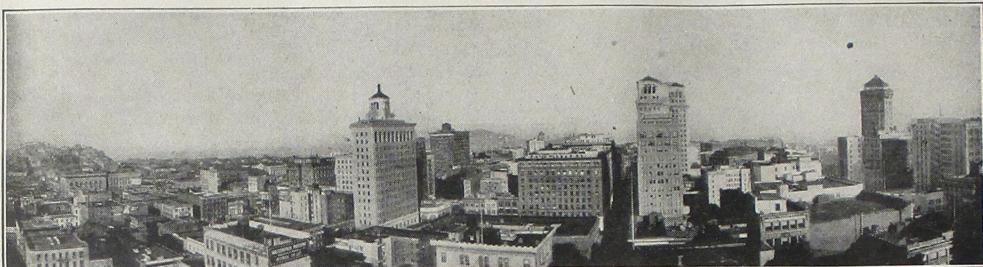
In the office over the balcony the company service flag was draped with American flags. The arrangements of the pay station presented a pretty setting and brought favorable comment by the visiting legionaries.

PHYSIOLOGY PROF.—Why didn't you come to class today? You missed my lecture on appendicitis.

SHE—O, I am tired of these organ recitals.—*Exchange.*

Notes From the Divisions

Coast Division



A Sky-Line View of San Francisco, Division Headquarters

Division Commercial Superintendent, J. W. GILKISON.

Division Superintendent of Plant, H. McBIRNEY.

Division Superintendent of Traffic, F. J. REAGAN.

George H. Barnum recently resigned as collector at Alameda.

Eugene W. Rideout, manager at Hollister, is the proud father of a baby girl.

Joseph Von Arx recently resigned as salesman at the San Francisco exchange.

Bernice I. Sutherland has been engaged as clerk in the commercial manager's office at Alameda.

Lorraine M. Ramoure has resigned as file clerk in the sales department, San Francisco exchange.

Honora V. Casserly was recently engaged as clerk in the sales department, San Francisco exchange.

Wynne C. Clayton has been engaged as counter-man in the commercial department, San Jose exchange.

Joseph R. Forli has been engaged as clerk in the commercial department at Oakland, succeeding Cecil B. Peterson, resigned.

James A. Condon has been engaged as counter-man in the commercial office at Berkeley, succeeding Robert L. Rennie, resigned.

Gertrude Connolly, employed as cashier and clerk in the commercial department at Ukiah has resigned on account of ill health.

Monterey exchange has completed the installation of two No. 2 intercommunicating systems totaling four trunks and eleven stations.

Clarence V. Palmer recently resigned from the division commercial engineer's office, San Francisco, to enter into business for himself.

Rita T. Damon has been transferred from the traffic department to the position of P. B. X. operator in the sales department, San Francisco exchange.

William Sweet, formerly with the Chapin-De Wolf Company, has been engaged as office boy in the office of the superintendent of construction at San Francisco.

W. A. Mudgett was recently transferred from the division commercial engineer's office to the sales department, San Francisco exchange.

Effective October 22, Paul T. Mackie was appointed chief foreman of cable and subway plant, succeeding Frank A. Brierly, transferred to the Southern Division.

Miss Corrine Hager, formerly with the Northwestern Bell Telephone Company, has been engaged as a clerk in the office of the superintendent of construction at San Francisco.

For the last several months Eureka has been showing an increase in lines and stations. In certain sections of the city the net station gain has gone far beyond expectations.

Several leased-wire orders are now in the hands of the installation department at Oakland for completion in time for various football games to be held at the University of California.

Dan J. Keefe, manager at Watsonville, who has been on leave of absence on account of sickness has returned. We welcome Dan back and trust that he has regained his health permanently.

Rufus Parkinson, formerly with the Crown Pipe and Foundry Company at Jackson, Ohio, and Dorr Sult have been engaged as field clerks with the construction forces of the Coast Division.

Upon the completion of our new toll circuits between Eureka and San Francisco we expect to handle four times as many long-distance calls, as compared with those we are now handling.

Several conventions have been held in Eureka lately, and we believe that this city will be one of the busiest cities in the north, judging from the number of tourists in this section of the country.

The construction department is at work on Estimate 30822 in the Oakland Main district, to make way for the opening of Fifteenth Street. Considerable plant work is necessary on account of this street being cut through.



The Pacific Telephone Magazine.

Bill Knott's gang has commenced the reconstruction of the Monterey-Salinas toll lead. The work will consist of replacing all poles, stringing copper wire to replace the present iron circuits, and the addition of two circuits.

A farewell party was recently given by the San Francisco pay-station attendants in honor of Mrs. Simmons, who has been on the attended pay-station force for over eleven years, and who takes with her the best wishes of her many good friends.

S. Kellar is appointed district traffic superintendent, San Francisco, succeeding S. L. King, transferred to the Southern Division. J. A. West is appointed district traffic superintendent, Oakland district, succeeding S. Kellar, transferred to San Francisco.

The Central Bank of Vallejo has completed the excavation for its new building. The plans and specifications call for the installation of the necessary conduit and wiring for a private branch exchange and eighteen stations. The work is scheduled for completion by February, 1924.

The city of Vallejo has completed the purchase of the Gordon Valley for water purposes. The price paid was \$140,000. Work of building the huge dam will commence the first part of the year. Upon completion of all work the city will be provided with sufficient water for all purposes for many years to come.

The Kismet Players of Long Distance, San Francisco, take pleasure in announcing that the first of their number has signed a contract with Dan Cupid. The new "star" is Miss A. Velma Joseph, and she became the bride of Leo A. Keenan on the evening of September 26. We wish her the best of luck.

The Western Electric installers are making an advance installation of 500 subscribers' multiple under Estimate 30849. This estimate provides for seven sections of subscriber board, four sections of trunk board, 2300 additional multiple in the subscriber board, 4500 answering jacks, and 4800 additional multiple in the trunk board.

Several of our company men were recent visitors to New York on matters pertaining to their various company activities. Included in the Eastern travelers were Henry T. Scott, chairman of the board; J. C. Nowell, vice president and general manager; D. P. Fullerton, general superintendent of plant; Charles S. Casassa, auditor of disbursements; and Harry J. Whelan, special accountant.

Rehearsals for the opera "Robin Hood" are being held Tuesdays and Thursdays in the Bush Street building restroom, San Francisco, and rapid progress is being made. In fact, the welcome visitors, who come in curiosity, depart amazed at the tuneful music and the splendid results already attained. The performance will be given on December 3 and 4 in the Plaza Theater.

The San Jose Evening News of October 5, under the heading "Twenty-five Years Ago," published the following article: "Police, intending to dispense with fourteen call telephones because of lack of funds, thereby greatly crippling the department, were told by Manager Theodore Halsey of the Sunset service that the telephone could remain rent-free until the police department could pay."

Charles W. Lewis, formerly located at Pittsburgh with the Bell Telephone Company of Pennsylvania, and F. D. Stables, formerly located at Denver with the Mountain States Telephone Company, were recently added to the division commercial engineer's office at San Francisco.

Construction work on the addition to the Fruitvale exchange building was started October 9. The Munsen Construction Company were awarded the contract, which calls for a three-story addition in the rear of the present building. The rapid growth of the eastern section of Oakland is pressing the contractor for an early completion.

The Misses Clara May and Elizabeth M. May of the Cincinnati and Suburban Bell Telephone Company were welcomed visitors in our territory in the month of October. They visited our exchanges in Los Angeles and San Francisco, and were particularly interested in the methods of our accounting department, that being the work in which they are engaged in the service of the Cincinnati company.

Earl Brown, engineer in the division transmission engineer's office, has joined the ranks of the benedictis. Miss Dorothy Davis of Oakland was the lucky lady, and the ceremony took place on the evening of September 29. Their honeymoon was spent in the Santa Cruz mountains. Mr. and Mrs. Brown are now making their home in Mill Valley, and we all wish them many long years of conubial bliss.

To care for the growth of the Berkeley district, Estimate 30811 has been approved to add five sections of A board, three sections of B board, twenty-two answering jacks, thirty-three hundred subscribers' multiple, and other miscellaneous equipment in the Thornwall office. The Western Electric Company, which is installing this equipment, is making an advance installation of two A additions at the present time.

Eastern territory visitors to the Shreve Building during October were: A. C. Stannard, our former division superintendent of traffic, who is now general traffic manager of the Southwestern Bell Telephone Company, St. Louis, Mo., and Victor Cooley, former division toll traffic supervisor, who is now division superintendent of traffic for Texas. Both these gentlemen received warm welcome from all our Shreve Building people.

Manager J. F. Adams of our company at San Mateo recently received the following letter from Charles McIntyre of *The Pacific Printer and Publisher*, relative to the installation of telephone service at Mr. McIntyre's residence: "Our telephone was put in right on time on Monday. We certainly appreciate your kindness in the matter and assure you that your co-operation and kindly interest in us is greatly appreciated."

Work will soon be started on Estimate 30647 for Crockett. This estimate provides for the replacement of station apparatus in connection with the cutover from magneto to common battery system in the Crockett central office district. It is estimated that 342 stations will be in service on January 1 1924, the date scheduled for the cutover. The Western Electric Company will install the switchboard and expects to complete the work by January 1, 1924.



The Pacific Telephone Magazine.

The division transmission engineer's office has recently undergone a considerable change. R. H. Bennett, division transmission engineer, is now acting superintendent of maintenance at Oakland, vice E. E. Perkins; R. K. Maynard, Jr., supervisor of transmission is now acting division transmission engineer; W. W. Bliss, supervisor of exchange transmission, is now acting supervisor of transmission; E. E. Perkins is appointed acting superintendent of installations during the temporary absence of F. O. Edmunds at Los Angeles.

Farewell parties were given in honor of E. C. Reichard, traffic chief in San Francisco, as follows: On September 4 West, Fillmore, Walnut, Market, and Park office employees met at the operators' school restroom and gave him a splendid send off, and on September 5 the Pacific-Bayview employees expressed their regrets at losing him with an elaborate party in their restroom. While in San Francisco, Mr. Reichard has made many friends who wish him success with the Chesapeake and Potomac Telephone Company.

Estimate 30714, which provided for seven sections of 640-line No. 4 P. B. X. switchboard at the Yellow Cab Company, 1290 Bush Street, San Francisco, was recently completed by L. A. Sloan, E. A. Allen, L. A. Joslin, A. E. McMorran, W. P. Mattson, F. K. Madsen, and J. L. Stevens, equipment installers working under the direction of C. D. Dean, equipment supervisor. This project is, undoubtedly, of great importance to the traveling public, in so far as it provides additional facilities in the operation of 200 cabs belonging to the company.

The following letter, signed by the chief operator and the assistant manager of the Fairmont Hotel, San Francisco, was recently received by S. King, district traffic superintendent: "I want to thank you on behalf of the Fairmont Hotel for your wonderful co-operation and service to the Fairmont Hotel and our guests during the fires across the bay. Under the very trying conditions our service was most excellent and I feel it incumbent upon me to express our gratitude. Miss Bennett, our chief operator, joins me in our thanks for this excellent service."

It is with pleasure that we quote the following letter from Arthur S. Brown of Edward Brown & Sons, San Francisco, addressed to our company: "I desire to take this opportunity of expressing my appreciation of the service afforded by your operators on Monday evening last. I was naturally very anxious to get word to my daughter, who lives very close to the burned area, and, despite the strain your operators were under, owing to the unusual circumstances, I received nothing but unfailing courtesy and as prompt service as could possibly have been expected."

Andrew A. Devoto, chairman of the town of Fairfax Fire Commissioners, in recognition of the service rendered during the recent forest fire in that vicinity, wrote General Superintendent of Traffic J. H. Corcoran as follows: "On behalf of the people of this vicinity, the Board of Fire Commissioners of Fairfax take this means of expressing to your company their sincere appreciation for the services rendered by your operators at San Anselmo during our recent forest fire. The efficiency and dispatch with which they handled calls

in connection with the movement of United States soldiers helped to save Fairfax, and perhaps the southern portion of Marin County, from destruction."

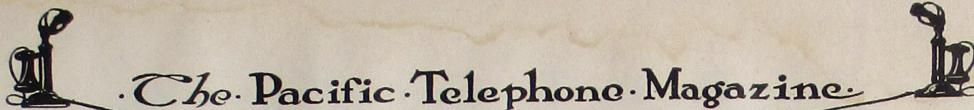
On September 29 the employees of the telephone company had a splendid party at Antioch, which was attended by more than one hundred people, who enjoyed themselves to the utmost. The hall was beautifully decorated in an effective scheme of oriental colors and design. Many representatives of the company were present from Oakland, Martinez, Crockett, Pittsburg, Brentwood, Byron, Oakley, Concord, and Vallejo. Mrs. Jane Worrell was chairman of the committee, and had the assistance of the local girls. Refreshments were served and there was dancing until 1 o'clock.

A letter was received recently from E. C. Walker, assistant secretary of "The Family," by our company at Redwood City, which said: "That this acknowledgment of the splendid service rendered by your operators on the occasion of our ceremonies at "The Family Farm" recently is somewhat late, it does not necessarily follow that we have not appreciated your fine work. All of the members of "The Family" join me in asking that each operator who handled our calls, to and from Redwood 1721F2, be thanked most cordially for the unvarying courtesy and precision with which they attended our wants."

Work was started on Estimate 30778 for Richmond on October 9 by Foreman Jordan and his gang. This estimate provides for the reconstruction of the present pole lead and the extension of approximately sixty poles, together with the necessary wire to care for five applications for service on County Roard No. 7, in the suburban area of the Richmond exchange. The present poles are badly deteriorated and it is necessary to replace fifteen of them in order to afford safety to our plant. In addition to the above, the proposed extensions will provide adequate facilities to meet the anticipated development over an indefinite period.

We recently received the following letter from John A. Ferguson of San Francisco in appreciation of the excellent service rendered him on a long-distance call: "On October 3 I had occasion to place a call in New York regarding a very important transaction. It is a pleasure to call your attention to the fact that in less than twenty minutes I had my connection and was able to hear, so it seemed to me, even more clearly than in many conversations which I have held locally. It is certainly wonderful service. In general, your clients are so accustomed to good service that they do not realize the distance that can be eliminated and the time that can be saved by the use of your system."

In Berkeley the installation force has completed a difficult job necessitated by the moving of a house which was thirty-nine feet high when on the rollers. On Channing Way between Dana and Telegraph avenues, it was necessary to lean four thirty-five-foot poles at an angle of forty-five degrees. At the corner of Channing Way and Dana Avenue, there are several cables; a 400-pair cable goes north on Dana; 200-pair branches from 400-pair east and west on Channing; and an additional 200-pair cable runs north and south on Dana.



The Pacific Telephone Magazine.

These cables were taken from ten poles and lowered to the ground to allow the house to pass and then raised to their former positions. At Telegraph and Channing Way it was necessary to raise a 200-pair cable fifteen feet in order to make twenty-foot extensions on the thirty-five-foot poles, and a 25-pair terminal with ten drops was taken up at the same time. All this work has been accomplished without any trouble having been reported.

We are glad to quote a letter received from R. T. Rolph, San Francisco manager of the Alexander & Baldwin, Ltd., of San Francisco, addressed to our company which reads: "We desire to take this opportunity of thanking you for the excellent work you did in installing the telephone service in our new office in the Matson Building; that is, giving us such prompt and excellent service in our new office. The men who were working in our quarters were most courteous and most willing to assist in every way. We desire to thank them also." This work was supervised by G. F. Devers, and the private branch exchange was installed by C. Kimbark, with the assistance of James Ewing and Gordon Haynes.

A recent issue of the Oakland Tribune said: "The number of telephone calls handled daily by the San Leandro office was increased by 3000 in the last year, it was announced here today by J. D. Holmes of Oakland, general manager of this district of The Pacific Telephone and Telegraph Company. Holmes made this statement following a personal investigation of the condition of telephone lines and office efficiency here as a result of protests on telephone service from the Chamber of Commerce and the City Council. Holmes declared that 8000 messages are being handled daily by the telephone company and that this number is rapidly increasing. The company, Holmes told prominent business men here, is making every attempt to keep its service on a par with the growth of the district."

The following employees in the Coast Division resigned during the month of September to be married: Miss Zippie Castro, junior evening operator, Garfield office, San Francisco; Miss May Coffee, operator, Garfield office, San Francisco; Miss Gertrude K. Donohue, Valencia office, San Francisco; Miss Mary A. Dyer, Mission office, San Francisco; Miss Mary Floegel, Market office, San Francisco; Miss Ileen Geragherty, evening supervisor, Market office, San Francisco; Miss Marie D. Leal, operator, Berkeley; Miss Nettie Raymond, junior operator, Piedmont office, Oakland; Miss Flora M. Bailey, supervisor, Sutter office, San Francisco; Miss Flora Healey, operator, Piedmont office, Oakland; Miss Agnes V. Joseph, operator, Garfield office, San Francisco; Miss Marie O'Farrell, central office clerk, West office, San Francisco.

The members of the Burlingame Blue Bell Club were most happily entertained on the evening of October 5 at the home of Mrs. Maherin, who was ably assisted by Mrs. Bowler. Four new members were initiated, after which dancing and music was enjoyed. At 11 o'clock the members were summoned to the dining-room for supper. The table centerpiece was a Chinese house surrounded by a garden in which a Chinese maiden stood watching her reflection in a miniature pool. On

each end of the table sat a large idol pouring forth incense, and with the shaded lights and lanterns emphasized the Oriental atmosphere. The place cards bore verses written with Chinese names and the favors were tiny telephones, gentle reminders of our duty. Chop suey was served, and we ate with Oriental chop sticks, but not with Oriental speed, making better headway when cake and coffee a la U. S. appeared. At midnight all departed, pleased with the Oriental experience.

General Superintendent of Traffic J. H. Coreoran received the following letter of commendation on the service given during the forest fire in Marin County, from Captain and Mrs. A. S. Shapley of Pastori's: "I have lived in Marin County (different parts) for the last ten years, and while I have been a resident of Pastori's station for the last two months, and having passed through the excitement of the Marin County fire, I wish to write you in commendation of the efficient and courteous service extended by the San Anselmo exchange. Notwithstanding the rush of business on the night of the fire (Tuesday), we were able at all hours of the night and early morning to get our numbers promptly and were answered courteously, even in our impatience during the excitement. We are all prone to criticize, so I feel it my duty at this time to extend praise."

Manager S. T. Brown of Petaluma still retains popularity in his community, as evidenced by his being appointed chairman of the committee on council personnel of the Boy Scouts of America by the executive committee of Petaluma Council, as well as by the following letter he received from Brice W. Hoskins, secretary-manager of the Mendocino County Fair Association: "On behalf of the officers and members of the executive committee of the Mendocino County Fair Association, I have been requested to write you advising that at the meeting of the committee Monday evening, October 1, the valuable assistance you rendered during the recent pow-wow was mentioned, and you were extended an enthusiastic vote of thanks. Such cheerful and splendid coöperation as that rendered by yourself undoubtedly carried far toward making for the success of the fair."

A letter signed by Karl L. Graham, acting fire warden; Ramon D. Asedo, deputy sheriff; and Mark Hein, supervisor, was received by Manager R. W. Miner of our company at Napa, relative to the assistance given by the operators during the recent fire which swept that vicinity, which reads: "We are writing you in appreciation of your efficient service during the recent conflagration that has done its share of damage in our immediate vicinity. We were closely associated with the forces combating the fires and were constantly using the telephone service, which seemed to have been turned over for fire service only, for the quick response by both long-distance and local operators denoted that a special effort was being expended over the regular good service to aid the forces in the stricken districts. This was a very great aid to those already swept in the path as well as an aid to the fire-fighters trying to avert other losses. We now know that Napa and vicinity have an organization under your able directorship that will at all times be a big link in the chain that goes to protect life and property during



The Pacific Telephone Magazine.

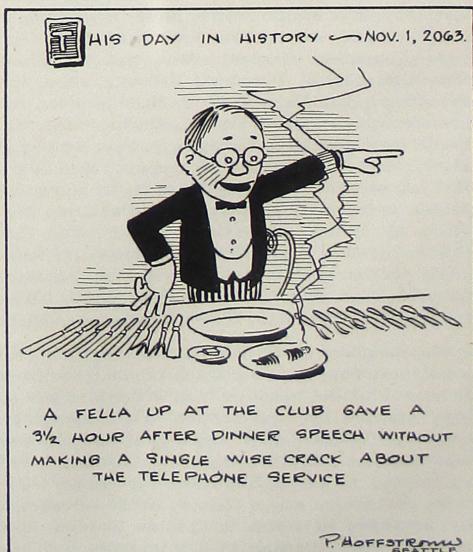


a time when so much is volunteered to protect one another from elements over which we have no control. Again we wish to express our most earnest thanks and appreciation to you and the operators in your charge."

Manager Austin of Ukiah was highly complimented on his work as a representative of Mendocino County at the State Fair at Sacramento in an article which appeared in the Willits *News* of September 21, which said: "Robert Austin, manager of The Pacific Telephone and Telegraph Company branch in Mendocino, is to be congratulated on the wonderful showing he made for Mendocino County at the State Fair recently at Sacramento. He not only won first place for the prettiest and most original display, but also received sweepstakes on apples and pears. He is one of those men who is sold mind, soul, and body to Mendocino County, and has done much toward boosting it to the front for many years. He was one of the first men to introduce chamber of commerce work in earnest and has been a booster for everything that is for the good of the county. He gives of his time free of charge and his talent as well. Men of Mr. Austin's type are too hard to find to let go by without comment, because he is not a paid booster—he boosts because he believes in the future of our county. Each year the county has been represented at Sacramento by Mr. Austin and his efforts, and the displays each year have won prizes and comment plenty. We hope that the people of the county appreciate what men of this type are trying to do for our wonderful county."

Again, the dominating energy and enthusiasm of our telephone employees were amply exemplified during October in connection with the changing of the location of the centralized information desk at 333 Grant Avenue to 445 Bush Street, San Francisco, in order to provide room in the former location for additions to the Garfield unit, consisting of eight subscribers' and five trunk sections of switchboard. Due to the heavy information traffic load and the company's desire to furnish its 181,000 subscribers in the city of San Francisco with uninterrupted service during the move, twenty-four positions of temporary desk were constructed, wired, and installed, together with its associated apparatus, at 445 Bush Street, to which the service was cut over under date of October 7. The permanent desk, consisting of twenty-six positions and associated equipment, was moved from the seventh floor, 333 Grant Avenue, to the second floor, 445 Bush Street, and reinstalled, the final cutover occurring on October 14. Equipment Installers T. F. Wurslin, Thomas Larsen, W. V. Smith, George Spellman, Charles Thomas, Joseph Lauber, John Ryan, J. C. Gilfillan, Leo D. Grenot, Stanislaus Blonski, A. L. Sawyer, A. E. Allen, W. R. Dodds, and G. J. Adams were engaged. P. J. Curran, L. A. Sloan, and Paul Pinney, assisting in the cutover. Equipment Supervisor D. J. Sheehy directed the entire work. Switchboard Engineer George Harvey of the division equipment engineer's office personally supervised the engineering features; the tables and ironwork were constructed by the forces of the supervisor of shops and vehicles, and the maintenance and traffic forces were also advantageously used.

The traffic department of the Coast Division announces the following changes have taken place in the operating force recently: Miss Mildred E. Hicks, operator, San Anselmo, promoted to evening chief operator; Miss Ella J. McCarthy, night operator, Sunset office, promoted to night chief operator; Mrs. Jessie Rodney, night operator, Randolph office, promoted to night supervisor; Mrs. Hilda Speller, evening operator, Randolph office, promoted to supervisor; Miss Anna C. Fouts, evening chief operator, Oakland office, promoted to chief operator, Thornwall office; Miss Alice Butzbach, evening chief operator, Elmhurst office, promoted to chief operator; Miss Helen M. Hendricks, evening central office instructor, Elmhurst office, promoted to evening chief operator; Miss Rose V. Dunham, night operator, Willits, promoted to chief operator; Mrs. Ruth I. Pilley, operator, Market office, promoted to supervisor; Mrs. Ella M. Tarbit, operator, Market office, promoted to supervisor; Miss Cassie G. Creely, operator, Sunset office, promoted to supervisor; Mrs. Gertrude F. Kamena, operator, Market office, promoted to supervisor; Miss Pauline B. Ivancovich, operator, San Jose, promoted to supervisor; Miss Myrtle Pfeiffer, supervisor, Fruitvale office, appointed to central office instructor; Mrs. Virginia M. Gaston, operator, Fruitvale office, promoted to supervisor; Miss Erma A. Wilson, operator, Vallejo, promoted to pay station attendant; Miss Rose M. Perotti, operator, San Leandro, promoted to evening chief operator; Miss Marie A. Mein, evening chief operator, Merritt office, appointed to acting chief operator; Miss Margaret D. Ramsay, evening central office instructor, Merritt office, promoted to acting evening chief operator; Mrs. Myrtle A. Kloss, supervisor, Oakland office, promoted to evening chief operator; Miss Katherine Hurley, evening chief operator, Sutter office, appointed to chief operator, Mission office; Miss Anna M. Federson, central office instructor, Sutter office, promoted to evening chief operator; Miss Beatrice E. Gilligan, central office clerk, Sunset office, appointed to evening central office instructor.



Oregon Division



A Sky-Line View of Portland, Division Headquarters

Division Commercial Superintendent, C. E. HICKMAN.

Division Superintendent of Plant, J. F. LOWRIE.

Division Superintendent of Traffic, F. H. SHEA.

E. M. Badger, lineman at Wasco, has been transferred to Portland.

Several of the Milwaukie force recently enjoyed a dance at Hillsboro.

F. L. Hunter, lineman at Arlington, has been transferred to Salem.

Miss Mary Hedrick, Main office, Portland, has resigned to be married.

Miss Lillian Dunbabbin of Baker, has been added to the force at Oregon City.

Miss Clara Brunner of Walnut office, Portland, has resigned to be married.

Miss Lavina Sumter was recently added to Tabor office force at Portland.

W. E. Stone was a welcome visitor at the Oregon City exchange recently.

W. S. Wade, of the division traffic office, Portland, was in Bend on October 1.

Miss Lottie Haskins, East office, Portland, is another victim of cupid's arrow.

Florence Gilkey has been transferred from Tabor office to East office, Portland.

Miss Grace Fairfax was recently transferred from Main office to Tabor, Portland.

Miss Emma Tyler, operator of the Walnut office, Portland, has resigned to be married.

Miss Ada Bedwell spent her vacation at Pendleton, where she enjoyed the Roundup.

Miss Martha Smoke of Oswego exchange spent a most enjoyable vacation at Rockaway.

Miss Mildred Clauson has recently been added to our force at Sellwood office, Portland.

Mrs. Ruth Banister of McMinnville has been added to the operating force at Tillamook.

Frances Sheeder, clerk in the Broadway office at Portland, has been transferred to the district office.

Miss Stein, the Milwaukie chief operator, motored to California to spend her vacation.

Miss Ruth Jassman, East office, Portland, is one of the brides. The lucky man is Mr. Vickers.

Howard Kelley of the Portland business office is still very ill with inflammatory rheumatism.

Miss Myrta Otterdale, Ashland chief operator, visited the Salem exchange while on her vacation.

Miss Clara Howard of Main office, Portland, spent a very enjoyable vacation at Cannon Beach.

Miss Drumm, Oregon City chief operator, recently returned from a two weeks' vacation spent at Seaside.

Miss Goldie Duncan, chief operator at Grants Pass, was a visitor at the Salem exchange on August 21.

Mrs. Carrie Ritters, East office, Portland, has resigned to take a position with the Portland Surgical Hospital.

Juanita Hahn and Mary Jiroch, operators in the Broadway office, were recently transferred from East office, Portland.

Vice President B. C. Carroll was busy renewing old acquaintances in the Portland division office this last month.

Miss Helen Conner has been added to the operating force at Salem. She was formerly employed at Tabor office, Portland.

Miss Mabel Stone, Main office, Portland, has resigned and has gone to Corvallis, where she will attend O. A. C. University.

The Willamette Telephone Club was favored with a very instructive talk on commercial engineering by James E. Dozier, division commercial engineer.

J. Victor A. Farnell, former manager at St. Helens, has returned to the business office at Portland in the capacity of salesman in the advertising department.



The Pacific Telephone Magazine.



Miss Nellie Besson, a former employee of Tabor office, Portland, who has been on Sunset's payroll, has been transferred back to Tabor.

Mrs. Gertrude Oliver, supervisor of Walnut office, Portland, is back at work after a two weeks' vacation motoring through California.

Miss Pearl Collins, chief operator at Klamath Falls, was a recent visitor at the Salem exchange, where she was formerly employed as supervisor.

The Misses Beatrice and Sadie Lynch, Main office, Portland, have just returned from a pleasant vacation at Minneapolis, where they visited their father.

Miss Emma Olson, evening operator of Walnut office, Portland, has been promoted to evening supervisor in that same office, succeeding Mrs. Stella Gross.

Cupid has been working in the office at Oregon City. Miss Clara L. Wright became the wife of Carl Burch. They will make their home in Kalama, Wash.

Miss Soderstrom, Portland East office chief operator, is again resuming her strenuous exercises at the Portland Turn Verein. She will soon be captain of her class.

Edna Fearey, night operator at Tillamook, has returned from Roseburg where she underwent a serious operation. We are glad to hear that she has been greatly benefited.

Miss Agnes Wilford, Main office, Portland, surprised her friends when she announced her marriage to Howard Edwards. We extend our best wishes to Mr. and Mrs. Edwards.

Mrs. R. Holtgrieve of Tabor office, Portland, is leaving for McMinnville where she intends to make her home. A party was given in her honor at the home of Mrs. Agnes McKay.

Miss Altha Hendricks, information operator at Eugene, spent her vacation visiting friends and relatives in Portland. While there she visited the Broadway office, also the office at Vancouver.

Miss Minnie Pomeroy, Main office, Portland, has just returned from a pleasant vacation, spent by a motor trip to Vancouver, B. C. Miss Pomeroy reports the roads are in excellent condition.

C. E. Hickman, division commercial superintendent, was elected a delegate to the Pioneers' convention, held at Atlantic City. En route Mr. Hickman visited some of the large cities in the East.

Besides being well known for throwing lots of other things, our good-natured manager at Baker, L. J. Conlin, captured the horseshoe throwing contest at the Baker employees' picnic held this year.

Miss Mabel Robertson entertained the Bell Literary and Sewing Club with a dinner and from all reports Miss Robertson is a wonderful cook. The evening was spent in music and dancing.

The Oswego operators and friends recently spent a very enjoyable evening at the home of their chief operator, Mrs. L. Baker. Everyone enjoyed helping to make the ice cream after which a dainty lunch was served.

Miss Flossie Miller, local operator at Eugene exchange, recently resigned to be married to Neiland Prescott of Florence. The wedding took place in Eugene on October 6. The operating force wish her much happiness.

On September 9 Miss Olive Purdy, long-distance operator at Salem, became the bride of Roland DeSart. Mr. and Mrs. DeSart will make their home in Salem and Mrs. DeSart will continue her position with the company.

A. J. Vance and Charles Hall, managers of The Home Telephone and Telegraph Company of Southern Oregon and the Coos and Curry Telephone Company, respectively, were in the Portland division office on business recently.

The California Inland Division has again drawn on the Oregon Division for personnel. T. B. Hayhurst, former Grants Pass manager, has been transferred as manager at Tulear, Cal. We are always glad to see our men step ahead.

On September 3 Warren Williams, former wire chief and manager at Ashland, passed away. He was in the employ of our company up to five years ago, when sickness caused his retirement. We extend our heartfelt sympathy to those he leaves behind.

On September 1 Miss Pauline Krieger of Sellwood office, Portland, surprised her many friends by slipping away to her home in Vancouver, Wash., where she was quietly married to W. R. McFarland. The bridal couple left for a tour of Southern Oregon.

Cupid has been busy at the Portland Tabor office during the month of September. Miss Myra Ross is now known as Mrs. Cooper, and Beatrice Worland as Mrs. Kinne, and Helen Mattson as Mrs. Ladd. Many delightful social affairs have been given in their honor.

Miss Lois Hall, Main office, Portland, recently gave us a surprise by slipping away on her vacation to become Mrs. R. H. Thayer. Mr. Thayer is in the plant department at Main office and both Mr. and Mrs. Thayer have many friends who extend good wishes and congratulations.

Mr. and Mrs. S. E. Cairo are receiving congratulations upon the birth of a son, who has been named Edison Eugene. Mrs. Cairo was a former Salem operator, employed under the name of Rose Zeilinski and Mr. Cairo is a popular employee of the Salem plant department.

Our Pendleton manager, J. A. Murray, got into the spirit of the famous Pendleton Roundup. Such is the rumor, anyway. He appeared at the office during this festival week in a five-gallon sombrero and a big bandana. Any way, he looked all prepared to bulldog some of his hard accounts, if nothing else.

On October 8, at the beautiful home of Mr. and Mrs. J. Bain, a party was given in honor of Margaret Nicol, who is to be married within the next few weeks. Miss Nicol formerly worked at Broadway office as an operator. The evening was spent in singing. Mr. Bain played several selections on the accordion, which started the feet agoing. A dainty luncheon followed. All left at a late hour wishing the bride-to-be much happiness.



The Pacific Telephone Magazine.

Dan Cupid has been very busy during the last month at the Portland Broadway office. His victims were: Nell Wilson, supervisor to Mrs. R. Carter; Ingra Ekelund, C. O. instructor, to Mrs. G. Owen; Hazel Miner, operator, to Mrs. W. Traverse; and Alice Weston to Mrs. Wright. We extend our heartiest congratulations to the newlyweds.

J. Gordon Fraser, sales clerk in the business office at Portland, has departed for California. He has accepted the position of chief clerk to the manager at Fresno. Mr. Fraser is taking over two new positions at the same time. His marriage to Miss Florence Cameron of Portland took place the night before he left. We congratulate them both, and wish Mr. Fraser success in both ventures.

The night of September 25 was the opening night of the Coliseum, Tillamook's new theater. All operators who were not on duty attended, and after the show all went to the home of the chief operator, where coffee and cake were served. It also was to celebrate the birthday of Harriet Deford, our commercial cashier, and she was presented with a birthday cake with a number of candles on it. Everybody reported a very enjoyable evening.

Clinton W. Godlove, chief clerk to Manager Spoeri of Portland, has been transferred to Fresno, Cal., as chief collector. Mr. Godlove has been with us for some time and we hate to see him leave, although he has the best wishes of the business office employees for his success in his new position, as well as their congratulations. F. Ray Dunn, sales clerk in the business office at Portland, is now in the manager's office as chief clerk, filling the vacancy left by Mr. Godlove's transfer.

During the last month a new use of the pay-station booth has been put in practice in the Portland office. It seems that a certain per cent of the sex that have no pockets carry their valuables in the renowned "First National Bank." The pay-station booths afford excellent concealment for bringing aforementioned valuables to light. This is the main factor in the new movement to have all booths equipped with shutters and to discard the use of reading glasses by all chief supervisors.

On September 26 work on the new Bend and The Dalles toll line was completed. Three new circuits were put in use, which will enable the traffic department to give more prompt and efficient service. The new toll line to The Dalles has been of very great benefit to Central Oregon. This we can verify, as we have received many favorable comments on our long distance service. E. V. Ward of Brook Scanlon Lumber Company called by telephone and extended his thanks and appreciation of the good service; S. E. Roberts, county sheriff, called in person to express his thanks with a large box of candy; and the following letter has been received from H. E. Allen, assistant manager of the Brook Scanlon Lumber Company of Bend: "The writer had occasion earlier in the day to put a call into your office for Portland and the results were so gratifying and so different from past experience that he feels inclined to tell you about it. Within four minutes after the call had been placed with your operator, the writer was talking to the party called in Port-

land and the conversation was wonderfully clear and satisfactory; in fact, it was hard to realize that the distance was approximately 275 miles, as it seemed to be no different than the ordinary call within the town limits."

On October 11 the Portland office furnished the program for a weekly luncheon of the Portland Business and Professional Women's Club at the Chamber of Commerce. I. T. Felts spoke with his usual fluency on the telephone as a business asset, incidentally giving the ladies some excellent ideas for selling millinery and other feminine apparel. Mark Daniels, baritone, and a member of the telephone quartette, sang three solos in a very pleasant manner. The ladies were unanimous in their expression of approval of this program, and hope for a return visit.

R. J. Heffner of the chief engineer's office, San Francisco, paid us a visit this month. He has been assigned to college student recruiting and is therefore very much interested in the universities and colleges of the state. Mr. Durston, division commercial supervisor, who has taken care of this work in the Oregon Division, accompanied Mr. Heffner to Eugene and Corvallis, where they interviewed several of the deans of the schools. Mr. Heffner is a believer in getting started from the ground up and wants to establish closer relations between the schools and the telephone company.

The Portland male quartet, consisting of Messrs. Daniels, Denman, Abbott, and Young, has again been called on to sing in public—this time at the famous Pendleton Roundup, where they scored a big hit. The following is a detailed statement of their experiences: They arrived in Pendleton on the evening of September 19, in time to prepare for the evening show at the Happy Canyon, where they sang for the four evenings. Their main stunt was to march around the enclosure behind the Happy Canyon show's sheriff and sing three numbers. This was all very well except that the sheriff forgot that some of these people were not accustomed to walking the gait that is evidently used in Pendleton. The result was that the first evening, between their first and second number, it was necessary for some members of the quartet to stop part of the time gasping for breath, especially their basso. However, after the first evening this condition was corrected. They were allowed to sing with their ordinary breath. In addition to their regular turn, they helped out in the immigrants' train until the Indians fired a few shots close to them, then of course they made for safety. They do not believe, however, that the Indians were any more terrifying to their basso than the pet bears that caused the excitement last year. They later put on sporty shirts and appeared with the miners' chorus. As they were singing to an audience each evening ranging from nine to twelve thousand people, our readers can readily understand the elation they felt when they knew that the audience was with them. They were treated very nicely by the Roundup committee, who expressed the wish that they might be with them next year. They provided for them in excellent private homes, which helped to make the trip one of the most pleasant they have enjoyed together. This



quartet has been called upon to sing at most every large gathering held in Portland. They have just recently been asked to head the *Oregonian* radio winter season program. We of the Oregon Division are indeed proud of them.

On October 12 the *Oregonian* of Portland published the following article relative to the destruction by fire on October 11 of the Hawley Pulp and Paper Company's plant at Oregon City, and the praiseworthy service given by the operators of our company: "During the fire Tuesday morning when mill B of the Hawley Pulp and Paper Company's plant was destroyed, four telephone operators at The Pacific Telephone Company's office in this city did gallant service, and for this have been highly commended by W. P. Hawley, president of the paper company; Adolph Jacobs, president of the Oregon City Manufacturing Company; A. A. Price, president of the Oregon City Chamber of Commerce; and other prominent residents. Realizing that Miss Bedwell, night operator for The Pacific Telephone Company, was alone in the office at the time the fire alarm was sounded, three other operators hurried to the telephone office and took their places at the switchboard, remaining there until all danger of further spread of the fire was over. These operators were Mrs. Katie Harrington, Mrs. Erma Peterson, and Miss Jean Harris. Miss Bedwell turned in the first alarm and soon there was a steady call from anxious people desiring to know about the fire. Many calls were from women whose husbands were employed in the paper mill, who feared for their safety."

Would you not feel proud to say, "I have not been absent a single day during the first six months of 1923"? This means reporting for duty one hundred and fifty-six days. Well, that is just

what eighty-seven traffic department employees in the Portland exchange can say. When you think that these employees reported at the office in all kinds of weather, and at all hours, it is indeed a record which the employees should be proud of. It is a record that the company points to with pride—so much so that these young ladies with perfect attendance have received a letter of congratulation from the district superintendent of traffic. Employees of Portland who have not been absent during the first six months of 1923, are as follows: Broadway—J. Armstrong, W. Bloom, J. Clark, L. Coney, A. Craig, E. Foster, M. Gabbush, E. Gaede, A. Germequet, D. Halliday, R. Halliday, G. Hensley, E. Hytinen, H. Ingram, M. Jones, Lena Johnson, V. Joseph, R. Lamoreaux, H. Marksbury, G. McLearnberry, H. Meier, I. O'Donnell, Agnes Orr, F. Pardy, B. Seward, A. Shenefield, L. Sprague, E. Still, B. Underwood, J. Warren. East—E. Anderson, E. Bacon, M. Bryans, E. Capel, R. Dudley, B. Harrington, E. Mackay, C. Nesvold, E. Olsteadt. Empire—Beuna Dibble, Rena Funderburk, Thelma Kirkpatrick, Notay Klum, Thelma Randall, Alma Rassi, Edna Yoder. Garfield—Olga Hartfiel, Rose Meyer, Adelaide Sperling, Lena Vance. Main—Hazel Bradbury, Flossie Berry, Ruby Campbell, Hazel Goff, Esther Helzer, Beatrice Lynch, Mildred Olmstead, Minnie Pomeroy, Hazel Rayburn, Florence Rood, Caroline Stitz. Sellwood—L. Beck, G. Hulbert. Tabor—E. Gaynor, S. Hulse, R. Nelson, I. Stewart, C. Taylor. Training School—Ella M. Stryker. Walnut—M. Gabel. District Traffic Superintendent—B. Schneider, Ida Wightman. Long Distance—Eva Bauman, Myra Cady, Besse Edwards, Marjorie Haskill, Esther Heathman, Jennie Horner, Ida Hytinen, Mary Makelaar, Marian Murphy, Edith Owens, Margarete Sacry, Mary Schilling, Lillian Schmitt, Louise Wigg, Elizabeth Zoulek.

Inland Division



A Sky-Line View of Sacramento, Division Headquarters

Division Superintendent of Traffic, O. COLE, JR.

Division Superintendent of Plant, E. H. LONG.

Division Commercial Superintendent, F. L. McNALLY.

R. Laboree, a new commercial student, was located in the Stockton office for two weeks during September.

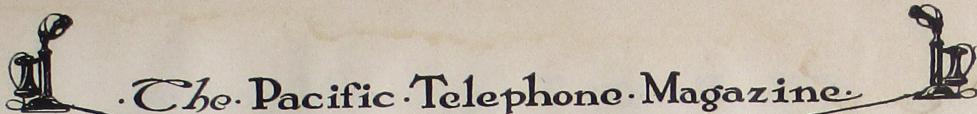
Miss Etta Hazel Butler, operator at Willows, became the bride of Leslie White of Roseville on September 28.

Miss Nellie Curtin has been appointed chief operator at Truckee, succeeding Mrs. Mae Titus, who has resigned.

Miss Helena Goeller of the sales department at Sacramento was united in marriage on September 16 to Vernon Downs.

On October 1 Miss Anna Stahl, order supervisor of the Stockton exchange, completed six years' service with the company.

Mrs. Bernice Kimball, recently of the Stockton district office, is now a member of the division traffic office force at Sacramento.



The Pacific Telephone Magazine.

Miss Della Bond, operator in the Sacramento Main office, and Miss Rose Loverde, operator in the Sacramento toll office, were recent brides.

Mrs. Bertha Steele, chief operator at Davis, has been seriously ill during the past month, and her many friends will be glad to hear that her condition is improving.

Another wedding in the Chico district was that of Miss Mildred Smith, long-distance operator at Yreka, and Charles E. Guenther, Jr., wire chief at the same place.

Miss Hazel Gentles has been transferred from the office of the division superintendent of traffic at Sacramento to the district traffic superintendent's office at that point.

Miss Maybel Phillips, of the collection department at Sacramento left the service of the company on October 15 to become the bride of Chester Brye on October 28.

The telephone company employees of Tulare motored to Mooney Grove on August 29, where they enjoyed a wiener roast, boating, and outdoor picnic until late evening hours.

Recent visitors to the Reno exchange were L. M. Brown, division commercial agent; O. Cole, Jr., division superintendent of traffic; and B. F. Ewers, district traffic superintendent.

D. C. Cady celebrated on October 13 a joint birthday and anniversary of his tenth year with The Pacific Telephone and Telegraph Company. The thirteenth is Mr. Cady's lucky day.

Three recent additions to the student force of the division office at Sacramento were made recently. The new members are: Morris T. Smith, Robert A. Lamoree, and James H. Bodenhamer.

An order has just been received from the Stockton Board of Education for a 20-key inter-communicating system to be installed in the high school. The order calls for four trunk lines and twelve stations.

Mrs. Anna Walker has been transferred from Sacramento to Grass Valley, where she has been appointed to the position of chief operator, succeeding Miss Bernice Curnow, who resigned on account of marriage.

Miss Anona Sheldon of Coalinga was married to Cecil Peltier on September 5. After spending a honeymoon in Yosemite they returned to Coalinga to make their home. Mr. Peltier is an employee of the Mohawk Oil Company.

The following name changes have recently occurred in the Fresno district because of marriage: Leora Jones to Nelson, operator, Fresno toll; Iva Neece to Gensler, operator, Fresno toll; Gladys Bryant to Weatherhead, supervisor at Visalia; and Maude Strahan to Bartlett, operator, Visalia.

The following new equipment is awaiting installation in the Stockton exchange: Four "A" sections; two in toll positions; one add "B" position; 1500 add multiples; 1340 answering jacks. When completed, about August 1, 1924, the Stockton exchange will have a total of 7900 multiples.

Appreciation of our service at Truckee is shown in a letter recently received by Division Traffic Superintendent O. Cole, Jr., of Sacramento, from W. B. Gelatt, manager of the Donner Lake Company, which says: "As we are closing our camp for the season, it gives me a great deal of pleasure to be able to compliment you upon the excellent service we have received out of the Truckee office this season, as at no one time have we been delayed on calls. Assuring you that we appreciate this service."

Commenting on the excellent service supplied in Fresno, the following letter from H. E. Patterson, secretary of the Fresno Fair Association, was received recently by Manager George J. Springer: "I want to take this opportunity of expressing our very sincere appreciation for the splendid service rendered by you and the various departments and individuals associated with you this season. I have been connected with the fair association for a number of years, but never before have we been given the wonderful service and cooperation extended to us this season. Again thanking you, and with all good wishes."

About thirty of the operating employees in the long-distance department at Sacramento surprised Miss Alice Butterfield with a shower in view of her approaching marriage to T. Showler. The Plant Department Association club room in Sacramento provided the setting for this affair, and Miss Butterfield received many beautiful and useful presents. After the presentation of the various gifts, those present enjoyed singing and dancing. B. F. Ewers, district traffic superintendent, dropped in on the party late in the evening and was penalized for doing so by being made to wash the dishes.

The following letter is from Thomas West, the Klamath National Forest supervisor, to Miss Tyler, manager at Yreka, and shows his appreciation for the service supplied by the traffic department at Yreka. This fire occurred in September and devastated approximately 5000 acres of timber land in the Klamath National Forest: "I wish to express the appreciation of the Forest Service for the service rendered by your employees during the last fire season, and particularly for the excellent service rendered during the bad fire situation the early part of the present month. I would be very glad if you will express our appreciation to the members of your organization who rendered such valuable aid in this work."

The telephone exhibit at the Sacramento State Fair recently received many complimentary notices and not a complaint was registered as to service. In the main building, our company installed an attended pay station, comprised of two thirty-line switchboards, with sixteen mahogany sound-proof booths. There was also a number of automatic pay stations connected throughout the ground radiating from the switchboard. No state in the Union, no country in the world, can show such a diversity of products, splendid quality, or such quantity, as is displayed at this annual exhibit in Sacramento. There was a representation from every line of agriculture, horticulture, live stock, and manufactured articles, which marked the progress and development of California. In the daytime, between the races,

there was a fine vaudeville entertainment in front of the grandstand, which was always packed. The chariot race and girls' relay race attracted much attention. In the evening there was similar entertainment, with fireworks, and last, but not least, a most wonderful horse show.

Modesto, not unlike other California towns, is showing considerable activity in new construction. This necessarily involves many telephone installations. Among recent orders taken are the following: Hotel Covell, switchboard, four trunks, seventy stations; Hotel Modesto has completed

the construction of an addition to the old building and orders have been received covering installation of twenty-four additional stations and three booths; Sunny Valley Land Company has had installed a No. 2 private branch exchange with two trunks and five stations. For the convenience of the traveling public, the telephone company recently installed in the city of Ceres a toll station connected to the Modesto exchange and operated as a regular automatic coin box. This has proved very satisfactory to both the company and the citizens of Ceres.

Southern Division



A Sky-Line View of Los Angeles, Division Headquarters

*Division Superintendent of Plant, I. F. DIX.
Division Commercial Superintendent, N. R. POWLEY.
Division Superintendent of Traffic, F. N. RUSH.*

Rudolph Fibiger was recently added to the San Diego commercial force.

Broadway office is glad to welcome back Mrs. Lang, formerly Miss Margaret M. Osterberg.

Mrs. Amy R. Goodrich, operator at Glendale, enjoyed a pleasant vacation at Catalina Island.

Mrs. Celine Meyers, evening operator at Glendale, is with us again after a month's illness.

Miss Margaret Mary Ronen has been transferred from Dubuque, Iowa, to Long Beach office.

Miss Thelma L. Ellis, operator in the Main office at San Diego, was married recently to Charles Leitch.

Students recently added to the Burbank operating force are Miss Stella V. Rigon and Miss Alice B. Peterson.

A theater party was held just before Etta Kirk, evening supervisor at Bakersfield, was transferred to Tacoma, Wash.

A quick answer turneth away wrath and a correct number without interruption maketh a friend for always.

Miss Grace E. Brown of Metropolitan No. 2, Los Angeles, has been appointed to the position of evening supervisor.

The Los Angeles Broadway office had quite a surprise when Miss Ella Collins, operator, returned from her vacation as Mrs. Frank W. Vincent.

The Los Angeles Broadway office is very sorry to lose Miss Ethel P. Fromme, operator, who has accepted a position with the Don Lee Motor Car Company.

Miss Beatrice Castlebury, operator, Drexel office, Los Angeles, recently accepted the position of evening supervisor.

Miss Dorothy Morgan of Colorado office, Pasadena, recently resigned to return to the university to resume her studies.

Miss Mabel Slater, former evening operator, Capitol office, Los Angeles, has been transferred to the plant department.

Miss Besse F. Edwards has recently been added to the San Diego long-distance force, transferring here from Portland, Ore.

Miss Lillian Lotz, operator at Colorado office, Pasadena, for several years, has accepted a position in a Pasadena bank.

Sarah E. Boon of the Anaheim exchange has returned from a six months' leave of absence, spent at Lake Arrowhead.

The Huntington Beach Telephone Company will shortly complete a new central office building, the large gain in telephone necessitating new and larger quarters.

H. W. Edelen, commercial agent, San Francisco, visited the exchanges in the territory between San Luis Obispo and Los Angeles during the latter part of September.

Mrs. Helen Wesley, chief operator in the Vermont office at Los Angeles, former chief operator at Colorado office, Pasadena, recently paid Colorado office a visit.

Mrs. Marjorie L. Krest, née Aldrich, evening operator, has returned to the centralized information department, Los Angeles, after several years' absence in the East.



The Pacific Telephone Magazine.

Miss Carrietta C. Conner, operator at Glendale, has returned from her vacation, spent at Yosemite Valley and other points.

Miss Marie Huisman, operator, Broadway office, Los Angeles, has added another man to her name, by becoming Mrs. Hickman.

Alfred Adams, president of the Sunland Rural Telephone Company, is making a six weeks' visit and business trip in the East.

A. E. Isaak has been appointed collector at Bakersfield exchange, superseding Edward A. Brooks, who recently resigned.

S. D. Percy, former president of the Sunland Rural Telephone Company, recently visited the division offices at Los Angeles.

Miss Gertrude Relay, former supervisor at Colorado office, Pasadena, has been transferred to the operators' training school.

Miss Hazel I. Heisterberg, Burbank operator, has accepted the position of evening chief operator, succeeding Miss Irene E. Riley.

Miss Esther Evans has been transferred from San Diego exchange to Pueblo, Colo., where she will make her home with her mother.

One of the Los Angeles Everett supervisors liked the new floor covering so well she almost decided to take her sitting relief on it.

T. A. Gould, president and general manager of the Redondo Home Telephone Company, recently visited the division offices at Los Angeles.

Miss Johanna Wise, evening operator at Long Beach, has accepted a position on the staff of the society editor of the Los Angeles *Examiner*.

Miss Ruth Mays, order clerk at Riverside, resigned on account of the illness of her mother and has been succeeded by Miss L. Marsden.

Mrs. Margaret F. Barron, operator at Metropolitan No. 1, Los Angeles, has left us to make her home in Las Vegas, Nev., with her husband.

Miss Florence Monroe, operator at Bakersfield exchange, has returned from a month's vacation spent in Kansas City and Albuquerque, N. M.

Cupid has claimed another one of Glendale's operators, as Miss Phyllis M. La Rue, night chief operator, became the bride of Thomas Ashby.

Julian R. Wagy has resigned his position as collector at Bakersfield exchange, and Chas. C. Findlay has been appointed to fill the vacancy.

Miss Jessie A. Crawford, who spent the summer working in the Avalon office, has returned to Long Beach looking a bit tanned, but as bright as ever.

Miss Capitola A. Surpluss, evening supervisor in the Broadway office at Los Angeles, has bobbed her hair to become a member of the "Never Tardy Again Club."

Miss Elisabeth Dickinson, evening operator, previously employed in the centralized information department, Los Angeles, has recently returned to that office.

Mrs. Anna M. Flynn, operator at Metropolitan No. 1, Los Angeles, has a home of her own 'to keep right, so she has left this office to struggle along without her help.'

Violet E. Gorham has decided Anaheim is the best office yet. She has returned and is again one of our long-distance operators. We are glad to have her with us again.

The operating force of centralized information, Los Angeles, regrets the loss of Miss Bonnie L. Brown, evening operator, who was recently transferred to Spokane, Wash.

Mrs. Henrietta Kinnel, evening supervisor in the long-distance office at San Diego, entertained the long-distance girls with a get-together party at her home on August 16.

Miss Hermine Phillips, chief operator in centralized information, Los Angeles, recently returned from an enjoyable vacation, during which she motored to Santa Barbara.

Miss Elizabeth M. Tondorf, operator, is again with us in the Los Angeles Vermont office, after a two months' furlough, and we're very glad she's here and looking so much better.

In the last month three new supervisors have been appointed in Los Angeles Vermont office. They are Miss Anna B. Hayes, Miss Marie H. Weber, and Miss Ruth E. Murphy.

Miss Jewell R. Beem, operator of Colorado office, Pasadena, was greatly surprised when she received a miscellaneous shower last week, which was given her by Miss Lois M. King.

Ernest Irwin, secretary of the California Independent Telephone Association, recently visited the division office at Los Angeles to discuss matters pertaining to connecting companies.

Miss Ica M. Carlson has succeeded Miss Laura B. Webber as evening chief operator at Santa Monica. Her efficiency and pleasant smile will be an incentive for good work, we know.

Miss Theresa Whelen, supervisor in the Broadway office at Los Angeles, is now the happy bride of W. R. Sullivan, having spent a delightful vacation and honeymoon in San Francisco.

Garrett & Co. of Cucamonga sent the Upland operators each about twenty-five pounds of choice grapes. The American Fruit Growers Association also sent a large box of nice grapes.

Miss Ethel M. Thomas, operator at Santa Monica, has taken a furlough to extend until December 1. When we next see Miss Thomas, the prefix Mrs. will have supplanted her present title.

The Los Angeles Vermont force is again welcoming Mr. Black to their office. Mr. Stannard has left to take up other duties in the call distributor work, and all join in wishing him much success.

Miss Violet Weathers, junior evening operator of Vermont office, Los Angeles, has recently been furloughed pending transfer to Albuquerque, N. M. We hope they will enjoy her services as we have.

A connecting agreement was recently executed with the Bear Valley Utility Company, which serves the territory in the vicinity of Big Bear Lake. B. T. Ergenbright is president of the company.



The Pacific Telephone Magazine.



Miss Clyde M. Thompson, operator, and Miss Lillith M. Beebe, operator, of Metropolitan No. 2, who have been on the sick list for two weeks, are with us again and giving their usual good grade of service.

In our last issue we failed to mention the transfer of Mrs. Margaret C. Irvine from Franklin office, San Francisco, to the San Pedro office as local operator, being later promoted to local supervisor.

Information desk in the Pasadena Fair Oaks office was very sorry to lose Mrs. Gertrude M. Rivers' smiling face from its midst, but she is now working the all-night trick and says she likes it fine.

The girls of Santa Monica exchange wish to thank the Employees' District Committee for giving them the light over the mirror. There is absolutely no excuse now for shiny noses and tumbled hair.

Miss Elizabeth M. Chittick and Miss Isabel C. Chittick spent their vacations visiting in Colorado and Arizona. They visited their old home at Trinidad, but say they are glad to be back in Long Beach again.

Friends of Mary V. Nortvedt, née Colleran, former supervisor in Capitol and Metropolitan No. 1, Los Angeles, will be pleased to hear that she is the proud mother of a son, Ray, Jr., who arrived August 27.

Miss Melba E. Browning, evening operator, previously employed in the centralized information department, Los Angeles, has returned to that department after enjoying an extended trip through the South.

Recent additions to our operating force in Glendale are the following: Helen F. Jackson, Esther V. Schultz, Helen I. Brinkoff, Elizabeth A. Besenty, Melba Gingery, and Evelyn Stere from Niagara Falls, N. Y.

Mrs. Laura Forgeron, formerly of Capitol office, has been promoted to the position of chief operator of Metropolitan No. 2, Los Angeles, and is very well pleased with the spirit of enthusiasm which prevails here.

Hurray for Alhambra! Another new car added to our list. Miss Myrtle D. Worthington, evening chief operator, proudly drives a new Chevrolet coupé which she purchased the first of this month. Who's next?

Miss Frances L. Verner, evening supervisor, Drexel office, Los Angeles, and Miss Lillian M. Boudrow, central office clerk, recently left to engage in other work. Miss Blanche Miller succeeds Miss Boudrow.

Mrs. Anna V. Rosenquist, evening supervisor in Fair Oaks office, Pasadena, is in Glendale for a little while. We all miss her smiling face and hope Glendale won't keep her too long, because we surely want her back.

E. A. Carter, auditor of Whittier Home Telephone and Telegraph Company and the Downey Home Telephone and Telegraph Company, came into the division offices at Los Angeles last week to say "hello" all around.

Miss Emma Grimaud, chief operator, Broadway office, Los Angeles, returned from her vacation with a lovely coat of tan, having spent a most delightful visit in Portland, Seattle, Mount Rainier, and Vancouver, B. C.

Miss Mary E. Rowan, supervisor at Colorado office, Pasadena, who has been on an extended trip through the East, has recently returned to her duties. We all welcome her back and are glad to have her with us again.

The Pasadena Fair Oaks office is glad to welcome back Mrs. Ruth E. De Silvas and Mrs. Gladys M. Lain, who have been on furlough, and Miss May V. La Rue, who has been ill. Seems like old times to see them around again.

Recent additions to Bakersfield force are: Effie E. Thompson, from Shelbyville, Ind.; Mamie J. Sanders and Freda E. Wunderlin, from Little Rock, Ark.; Miss Mary J. Potter, Calgary, Canada; Miss Ruth M. Franklin, Chicago, Ill.

Miss Bethel M. Burdick of Santa Monica has just returned from a week's sojourn at Big Bear Lake, where she hiked, danced, and boated to her heart's content. A large appetite and a coat of deep tan are the souvenirs she carried away.

Miss May E. Decker, operator, and Mrs. Margaret E. Cromb, evening operator, in Main office, Los Angeles, have returned to work after being absent on account of sickness for a number of weeks. Their presence is appreciated by every one.

Miss Louise K. Stanley, evening central office instructor of Metropolitan No. 2, Los Angeles, spent a most enjoyable vacation at San Francisco. While there she made a sight-seeing trip through Chinatown, where she secured some quaint curios.

Miss Juanita C. Doherty, Fair Oaks office evening operator, Pasadena, surprised her associates by coming to the office with a new ring—plainly speaking, a diamond engagement ring. How long before its mate will make its appearance, Juanita?

Changes in chief operators of Capitol office at Los Angeles were: Mrs. Laura Forgeron, perhaps better known as Miss Morris, was transferred to Metropolitan No. 2, and Miss Olga C. Hoewner, from Metropolitan No. 2, is now our day chief operator.

The school in Pasadena is back on deck again, all hands having returned from very much needed vacations. Very large classes are being taken care of in a most efficient manner, under the supervision of Miss Carmen S. Denton, school principal.

The telephone systems owned by Tognini, Ghezzi & Dalidio of Cayucos and the Cambria Telephone Company of Cambria have been purchased by J. R. Fort, who will hereafter operate both systems under the name of Coast Telephone Company.

Another Ford coupé has joined its fellows and is flitting about the boulevards, piloted by Mrs. Cecil M. Lincecum, evening operator in Main office, Los Angeles. Both the car and the driver seem glad to be out and are quite well satisfied with each other.



The Pacific Telephone Magazine.



Miss Alice Whitney, chief operator in the Los Angeles business office, entertained the members of her department at her home on the evening of September 15. Various forms of entertainment were provided and refreshments served, to which all did justice.

Miss Margaret J. McAlpin, evening chief operator of Metropolitan No. 2, Los Angeles, enjoyed a restful vacation at home. Miss Leona L. Thayer, evening supervisor, took her place during her absence and fulfilled her duties in a very capable manner.

Miss Mina Wilson of the San Pedro office thought she would "put one over" on us by changing her name to Mrs. James Knoblock. She succeeded until we got "wise" and staged a charivari at the newly weds' residence. We wish them many years of happiness.

Miss Esther Leathem, junior evening operator of centralized information desk, Los Angeles, has resigned to resume her course at the Southern California Bible College, after the completion of which she expects to take up her duties as a missionary to South Africa.

Miss Flora Day, supervisor in Metropolitan No. 1, Los Angeles, has gone on a mysterious trip with her parents, so she said. What we would like to find out is whether wedding rings are nicer if they come from San Diego instead of Los Angeles. Flora, please explain.

Several girls in Fair Oaks office at Pasadena are wondering, and out loud, too, what the attraction is in Glendale. Miss Harriett F. Holmes, evening central office instructor, seems to spend a lot of her time over there. Come on, Glendale, can't you let us in on the secret?

A delightful swimming party was participated in by a number of the San Pedro local and toll operators who motored to Redondo Beach a few weeks ago. After an invigorating swim, the hungry mermaids invaded a hot-dog stand and indulged in an appetizing repast.

A. Trekel, president of the Reedley Telephone Company of Reedley, attended the monthly meeting of the Southern California Independent Telephone Association, held in Los Angeles, October 8. Mr. Terkel was later a pleasant visitor at the division offices at Los Angeles.

Fred Mendeck recently finished his vacation by returning to work several days before he was supposed to return. "Couldn't stand being idle any longer," he said. Mr. Mendeck is commercial superintendent of the Whittier Home Telephone and Telegraph Company.

New additions to the Los Angeles Capitol office are: Miss Essie Holland, junior evening operator; Miss Christine J. Kimble, Miss Gwendolyn E. Morse, junior evening operators; Miss Leah I. Smith, Miss Kathryn F. Leneger, Miss Beatrice H. Lochhead, and Miss Frances Wittenberg.

Mr. and Mrs. A. Wardman of Whittier were recent pleasant callers in the division offices at Los Angeles. Mr. Wardman is vice president and manager of the telephone companies operating at Whittier and Downey and is one of the best-known and most popular men in this section of the state.

Miss Faulk: "Miss Schrandt, do you read very much?"

Miss Schrandt: "Yes, I do."

Miss Faulk: "Well, have you read 'Flannels'?"

Miss Schrandt: "What is it about?"

Miss Faulk: "About you, of course."

Recent additions to the San Pedro exchange local and toll operating force include Mrs. Pauline G. Frame, Colorado Springs, Colo.; Mrs. Perle C. Holsten, Vallejo; Mrs. Lucy J. Lowe transferred from Santa Monica, and Ruth E. Rauscher, transferred from Alliance, Ohio.

In Vermont, Cupid's darts
Have pierced many hearts.
On August the sixth Miss Jaseph,
And now is called Mrs. Cresswell;
Then September fifteenth did see
Miss Roberds as Mrs. Cawelti.
We wish them much prosperity,
And know they'll always happy be.

On October 1 Will P. Burkhardt, salesman in the San Diego commercial office, resigned his position with this company to enter the automobile field. His new position is with the Campbell Chevrolet Company. Willis Moxon, former collector, succeeds Mr. Burkhardt as salesman.

Lon Dunn, president of the Consolidated Utilities Company, with headquarters at Compton, was a recent welcome visitor at the division offices at Los Angeles. Compton now has a producing oil well, with a dozen new wells drilling, and Mr. Dunn reports his business booming.

Recent additions to the Pasadena Fair Oaks office are the Misses Zola Kimball, Tacy E. Wren, Bertha Teekamp, Mary Kopp, Neva M. Moore, Blanche M. Hainly, Myrtle A. Wilse, Mary T. Austin, Irene M. Hughes, Bernice L. Hughes, Elizabeth Innes, and Mrs. Mabel Tonopolsky.

Mrs. Blanche Newkirk, supervisor at Long Beach, is spending her vacation at Clovis, N. M. She stopped at Grand Canyon, Arizona, en route, to visit Mrs. Bess Mower, formerly Miss Bess Trunell, who attended the pay station in the Salt Lake station at Long Beach several years ago.

Miss Wilma M. Gage and Mr. Melvin Dinger were quietly married recently at San Bernardino. Mrs. Dinger has been employed in the Upland exchange for about one year. Mr. Dinger was football captain for Chaffee High School for the year 1922-9123, and is now employed in Upland.

Miss LaVerne Frantzen, evening supervisor in Metropolitan No. 2, Los Angeles, was suddenly called to Salt Lake City by the serious illness of her mother, which culminated in the latter's death on September 28. We extend our deepest sympathy to Miss Frantzen in her hour of sorrow.

We regret to hear that Miss Hattie Lingenfelter of Santa Monica was injured in an automobile accident on Topango road. The car in which she was riding turned over twice, injuring her arm. Fortunately, the injuries were slight, and we expect Miss Lingenfelter back in a couple of weeks.

Miss Edythe M. Lake, evening supervisor in Metropolitan No. 2, Los Angeles, and Miss Dorothy Kavanagh of the clerical department enjoyed a pleasant vacation at San Francisco. They made an interesting visit through San Quentin, and said that it was hardly their idea of a summer resort.



The Pacific Telephone Magazine.

Mrs. Effie M. Kofahl, one of San Diego's long-distance operators, has been furloughed pending a transfer to Portland, Ore. Mrs. Kofahl was in the San Diego long-distance office nearly four years. A farewell party was given in her honor at the home of Miss Mary E. Welch, on September 14.

The Whittier Telephone and Telegraph Company is erecting a substantial class "A" building at Whittier, which, when completed, will house the new automatic equipment provided for this progressive and rapidly growing city. The new building is a beautiful structure and will be a credit to the city.

Miss Bernardine G. Haskell, Long Beach office correspondent for the TELEPHONE MAGAZINE, has resigned to become the bride of Marion Kesler. The wedding will take place some time in October. We all wish Miss Haskell bon voyage on the sea of matrimony. Beg pardon! No—Miss Haskell did not write this.

L. C. Torrance, Jr., vice president and manager of the Santa Monica Bay Home Telephone Company, is on a six weeks' business trip to Chicago, Washington, and New York. We understand he arranged his journey so as to arrive at the Polo Grounds in time to watch Ring Lardner write up the world's series.

Miss Clara Wehrkamp, chief operator at Long Beach, has received a letter from Mrs. Ernestine G. Graves, who was called to Colorado by the illness of her mother. Mrs. Graves is now in Denver and writes that her mother is improving, and she hopes to bring her to California as soon as her health permits.

Miss Alice J. Jackson, evening operator at Long Beach, who recently had her tonsils removed, is reported to be doing nicely, and expects to be back at work soon. Mrs. Eva F. Walden, evening operator, who was operated on for appendicitis, and has been ill for some time in a Los Angeles hospital, will soon be back also.

Two more "B" operators in Main office, Los Angeles, have been captured by the never-sleeping marauder of hearts. Miss Dorothy F. Miller, operator, is now Mrs. N. P. DeNooy, and Miss Una B. Martin, operator, is answering to the name of Mrs. Louis Jaurretche. Rumor whispers that Miss Catherine M. Callahan, evening operator, is to be the next victim.

A number of the girls in the Los Angeles Capitol office are very much in keeping with the times. When the office name was changed from Lincoln to Capitol, they decided, via matrimony, to change their names too, namely: M. Bean, F. Di Vall, M. Latshaw, I. Knowles, M. Moore, A. Perluss, L. Kujaneck, M. Viesko, E. Kaelin, L. Layton.

Harry Lee Martin, operating as the Arrowhead Telephone Company, has completed the installation of a telephone system at Arrowhead Lake with a toll line to Highland, at which point his line connects with our system. Lake Arrowhead is one of the most popular mountain resorts in Southern California, being visited by a large number of people during the year, and it is anticipated that this station will be a very important point in our toll system.

The Misses Ruby Tipping and Magdalen Grundner, evening supervisors in the Broadway office at Los Angeles, spent a very delightful week-end at the ranch home of Miss Jaurequi's parents at Santa Paula, where horseback riding and chicken meals, having had chicken morning, noon, and night, were the chief enjoyment.

During the month of August, Colorado office of Pasadena added to its staff of willing workers Ella L. Adams, Roslyn J. Turner, Clara B. Allen, Helen A. Cabot, Margaret Grund, and Thelma W. Hughes. All, with the exception of Miss Hughes, who has been recently transferred from San Francisco, are just entering the work.

The "Original Six" of Fair Oaks office, Pasadena, had their third annual party on the evening of October 8, at the home of Miss Alice M. Gilbert, evening supervisor. They had intended to have a real picnic at the beach, but the weather was so unusual that it was necessary to hold it indoors. A real good time was tallied by all.

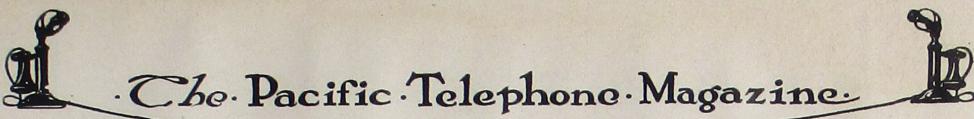
"Everything comes to him who waits," should be changed to "Everything comes to her who works," when applied to Miss Adelina C. Ziller. She is now the evening chief operator in Metropolitan No. 1 and is as pleased as a baby with a new toy. All joking aside, we of Metropolitan No. 1 are glad to see her get it and hope she keeps up the good work.

Miss Janet Walters, former operator in Main office, Los Angeles, has returned after an absence of three months. A visit to her home in Cleveland, Ohio, was the cause of the absence. Miss Walters enjoyed the trip and the stay at home, but is equally glad to be back in Los Angeles. She is a great favorite with every one in the office and they are all glad to have her with them again.

Miss Rosalie Curtis and Miss Mildred S. Bolms, operators at Santa Monica, have returned to the fold after a week's recreation on their ranch in the lovely San Fernando Valley, near the "Green Verdugo Hills," where care and worry are total strangers. Miss Curtis reports they slept under the stars, cooked steaks and tortillas on a brick oven, and watched the "foolish automobiles like so many fireflies climb the Calabasas road," as our beloved John McGroarty says.

The San Pedro office suffered a great loss in the person of Mrs. Myrtle J. Beebe, who has taken another position. During her five and one-half years of efficient service as supervisor, she had endeared herself to the many employees. She will be greatly missed. The vacancy made by Mrs. Beebe's resignation caused the change of Mrs. Eula Blake, night chief operator, to evening supervisor, and the promotion of Mrs. Ella Lungran, night operator, to night chief operator.

Mrs. Frances E. Butler, chief operator's clerk in Fair Oaks office, Pasadena, resigned October 15 to start a life-long job—housekeeping. We are sorry to lose her, but we suppose she must start to bake biscuits and pies for Jimmie some time, so the sooner she starts the sooner that "indigestion period" will be over. However, Mrs. Butler leaves a lot of friends in the office who, we are sure, if they were given an invitation to dinner, would accept without hesitation. We all wish her lots of happiness in her new home.



The Pacific Telephone Magazine.

Employees of the San Diego commercial office were not at all surprised when Miss Frances Lewis, sales clerk, appeared at work on a recent morning displaying a very brilliant diamond ring. Miss Lewis does not deny that the arrangements have already been made, but refuses to divulge the date. Her actions will be watched very closely by every one from now on.

A very pretty kitchen shower was given at the home of Mrs. Helen B. Stranen on the evening of October 1, in honor of Miss Martha Kahl, Pasadena Fair Oaks "A" operator, who was married on October 6. Miss Kahl received many useful gifts, and we all hope that while she works among the pots and pans she will remember the girls who are wishing her happiness in the world.

Mrs. Rebecca Conger, evening supervisor in Main office, Los Angeles, wears her smile a little broader, holds her chin a little higher and looks as if her thoughts were of the most pleasant variety. Why? Mrs. Conger's husband, formerly guider of traffic at Seventh and Broadway, is the new good-looking mounted officer whom we see riding around the downtown district these days.

Fair Oaks office at Pasadena will soon be able to start an automobile club of its own, if the operators keep on buying new cars. Miss Alice M. Gilbert, evening supervisor, just purchased a Chevrolet roadster. We can all readily see now where the poor pedestrians will have to watch their steps, for when Alice starts tooting along the only thing that will stop her will be "the arm of the law."

San Diego long-distance office has a temporary chief operator—Miss Ruby L. Ashley—whom we all love and esteem. Miss Ashley has proved to be a successful substitute for Mrs. Ella Nelson, who is on a furlough. On the morning of September 14, at the St. Joseph Hospital, a baby girl was born to Mr. and Mrs. Harold Nelson. Just the cunningest bit of humanity you ever saw, and now Lois Aileen is an important factor in the lives of the endearing parents.

It is doubtful if any city in the West employs girls from as many different geographical points as Los Angeles. Recently Drexel office added to the operating force Miss Helma M. Palmer of Alaska, Miss Alice Ingorsoll of Washington, Miss Lillian R. Harris of Oregon, Miss Myra A. Garratt of Kansas, Miss Helen L. Skaar of Colorado, Miss Willie M. Hennessey of Washington, Miss Hazel N. Mallory of Oklahoma, Miss Gertrude M. Larsen and Miss Margaret E. Barber of Iowa. Miss Olive Masten, returning from a three years' visit to Hawaii, has been added to our plant department.

On the list of passengers aboard the good ship "Matrimony" appears the name of Mrs. Buck Dotson. We are wondering what "Papa" Wallace would say if he knew that his daughter, Lillian M. Wallace, operator of Everett office, Los Angeles, and the mysterious "Mrs. Buck Dotson" were the very same person. Just between you and me, "Papa's" darling daughter eloped. Perhaps Lillian has tried to "square" things by sending "Papa" a radio. If so, we hope the answer is, "Bless you, my children—'Dad' speaking, you know," and then the little ship can set her sails "homeward."

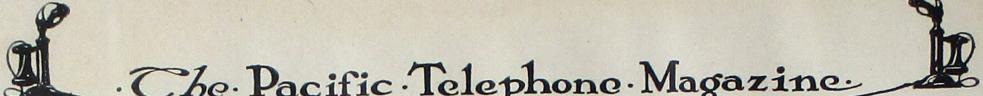
E. R. Powers was the first San Diego commercial employee to take advantage of the duck season. He had a successful week-end recently in which he returned with his limit. Mr. Powers purchased a brand new shotgun, but was unable to use his "shooting eye," it having become very discolored through some accident. Numerous stories were given as a reason for his dark-complexioned eye, but any one wanting to know the real truth should inquire from Caesar Pastore, who was the other party of the friendly accident.

We are very proud of our talented operator, Miss Melba Parks of the Los Angeles Vermont office. She has been studying music along with her telephone work. As a reward for her efforts, she recently won the scholarship in music at U. S. C., which entitles her to a year's free tuition and a chance to win next year's scholarship. We feel quite confident that Miss Parks is paving the way to a brilliant future, and though it means that she will some day leave Vermont office, we wish her success in all her undertakings.

The Los Angeles Broadway office instructors had another week-end chicken dinner, all being invited to the home of Edna V. Orrill, evening instructor, whose younger brother, just becoming a proud father at the age of twenty-one, gave the winsome "old maids" some clever matrimonial advice. Among those enlightened on the subject of "matrimony" were the Misses Lena Dimmitt, central office clerk; Lucille M. Robertson, evening central office instructor; Myrtle C. Barton, service observer; and Ethel A. Frost, evening central office instructor, Main office.

On October 1 the following changes were made in the San Diego commercial office: C. A. Stevens, former unit supervisor, transferred to special agent. This is one of the important jobs of this office, as it includes the toll development, stock selling and commercial survey work. George Gans, former special agent, transferred to counterman. Mr. Gans has been in the telephone business for many years, and his experience with commercial work will be a great asset in handling the work in his new position. Anson L. Bartlett, former salesman, transferred to unit supervisor. Arnold Bentley, former collector, transferred to collector, succeeding Mr. Bartlett. Caesar F. Pastore, former counterman, transferred to collector, succeeding Mr. Bentley.

According to the Redlands newspapers, Charles A. Rolfe, president of the Southwestern Home Telephone Company, operating in Redlands, Beaumont, Banning, Yucaipa, Bear Valley, Hemet, and San Jacinto, was elected a member of the executive committee of the United States Independent Telephone Association at the convention just closing in Chicago. Mr. Rolfe did not attend the convention this year and the election comes as a tribute to him. He is also to receive from the Independent Pioneer Association, an organization requiring fifteen years' service in the telephone work, the badge with the largest number of service bars, for he now has the distinction of being the member with the longest service record, almost fifty years. Mr. Rolfe was also active in organizing the independent telephone companies of California and served as president of the association.



The Pacific Telephone Magazine.

Washington Division



A Sky-Line View of Seattle, Division Headquarters

*Division Superintendent of Traffic, E. L. BREENE.
Division Commercial Superintendent, W. J. PHILLIPS.
Division Superintendent of Plant, H. J. TINKHAM.*

At Proctor office, Tacoma, Mrs. Jewel Laylander is the new night chief operator.

Miss Priscilla Owens of Main office, Spokane, has been transferred to Oakland, Cal.

Miss D. Hoby of East office, Seattle, spent her vacation visiting her sister in San Francisco.

W. G. Welch, owner of the telephone exchange at Kettle Falls, was a recent Spokane visitor.

Mr. Valle of Broadway office, Portland, was a recent visitor at the Seattle long-distance office.

Mr. and Mrs. Brinegar are the proud parents of a baby girl. Mrs. Brinegar was formerly Lila Bohal.

Miss Catherine Rowe now drives to and from Proctor office, Tacoma, in a shiny new Ford coupé.

Homer L. Schram, manager at Colfax, spent his vacation visiting friends and relatives in Walla Walla.

Another recent bride was Miss Leatha Smith of Madison office, Tacoma, who is now Mrs. Cottler.

The Misses Vera and Gladys Clarno spent very enjoyable vacations motoring to Seattle and Portland.

We are glad to welcome Mrs. Hattie Briggs, a former Spokane Maxwell office employee, to our office again.

J. W. Newell, division toll traffic superintendent, was in Centralia for several days on company business.

Miss Orpha Coleman is back at Main office, Spokane, after working at the Highland exchange for some time.

Miss Florence M. Elrey, collection clerk at Seattle, recently resigned to enter the University of Washington.

Miss Ida Arneson of Rainier office, Seattle, spent her vacation visiting the "folks at home" at Fergus Falls, Minn.

Miss M. Johnson, clerk in the centralized information bureau, Seattle, is back at her desk after a short illness.

The girls at West office, Seattle, gave their monthly theater party at the Heilig and spent a most enjoyable evening.

Dan Cupid, we believe, has something to do with the resignation of Miss Callie Kircher of Maxwell office, Spokane.

Mrs. Mae Venske entertained the Tacoma Madison office girls in honor of Mrs. Edward Keisel, formerly Miss Jennie Roller.

The girls of the Spokane Main office are glad to welcome Miss Loehner and Miss Jeanott back after an illness of several weeks.

Miss Eva Vallquist, chief operator at Melrose office, Seattle, spent her vacation at Pacific Beach and reports a most delightful trip.

The girls of Beacon office, Seattle, are very glad to hear that Miss Thelma Griffin, who has been ill, is now on the road to recovery.

Miss Irene Smith and Elizabeth Muelner of Main office, Spokane, have been transferred to Hollywood office, Los Angeles, Cal.

The Pasco operating force extend congratulations to Miss Loretta Matheny, who was recently married to Mr. Greenwood of Pasco.

Mrs. George A. Walker, wife of the manager at Spokane, was called East recently by the sudden death of her father at Dubuque, Iowa.

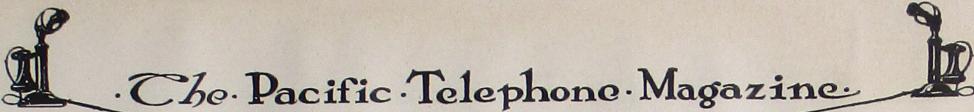
Miss Madelyn Murray, stenographer in the manager's office at Spokane, spent her vacation visiting relatives and friends in Seattle.

Miss Isabel McCallum has recently been added to the collection force at Tacoma, filling the vacancy left by Miss Corrinne De Marais.

Miss Martha Jager, operator at Sumner, has returned from her vacation, which she was forced to spend at home on account of sickness.

W. M. Anderson, general manager of the Farmers Telephone and Telegraph Company, Wenatchee, was a recent visitor at the Spokane and Seattle offices.

Ralph Bailey has taken the place of Harold Small as messenger boy in the Tacoma office, the latter having resigned to continue his school work.



The Pacific Telephone Magazine.

Miss Else Anderson has resumed her position as directory clerk at Seattle, after two and one-half months' furlough on account of illness.

Recent visitors at the long-distance room at Seattle were Lillian Krohn and Miss Pipe, both of whom are toll supervisors at the Spokane long-distance office.

Miss Barbara Crosby and Miss Marie Baker have been transferred from Seattle long-distance office, Miss Crosby to Portland and Miss Baker to Los Angeles.

Frank M. Hulburd, supervisor of Unit 2 at Seattle, has returned from his vacation, which was spent on an automobile trip to Southern and Eastern Oregon.

Congratulations are being showered upon Miss Grendoline Larrett of the Walla Walla operating force, who was recently married to Frank Swam of Walla Walla.

Division Supervisor of Directories E. G. Fensler of Seattle is feeling 100 per cent perfect, after spending a two weeks' vacation on his farm at Myrtle Point, Ore.

Miss Buelah Carson, central office instructor in East office at Seattle, spent her two weeks' vacation on a camping trip at Lake Kachees, in the Cascade Mountains.

Mr. and Mrs. Roy Kellogg of the Waitsburg operating force motored to Spokane for their vacation. They reported good fishing and hunting around Spokane.

Mrs. M. C. Riorden of California, formerly Miss Mary Neal, district representative and an operator at Dayton for seven years, was a recent visitor at the Dayton exchange.

On October 8 Miss Margaret Powell, clerk in the division commercial department, Seattle, returned from an enjoyable vacation with renewed enthusiasm for work.

During the month of September Seattle exchange made a net gain of 539 stations, this being considerably in excess of the average monthly gain so far this year.

Mr. and Mrs. Timbers announce the arrival of a new daughter. Mrs. Timbers will be remembered as Barbara Paul, a former supervisor in the toll office at Seattle.

The Tacoma Telephone Bowling League opened its season on October 1. The league is composed of Tacoma telephone men and will roll every Monday until April 14, 1924.

Mrs. Mabel Young of Sunset office, Seattle, is home for a few weeks on account of her little daughter's illness. We all wish for a speedy recovery of little Miss Young.

George W. Lucas, messenger boy in the manager's office, has been transferred to similar duties in the plant department. The vacancy has been filled by William Smith.

Mrs. B. Portten, née Miss Schur, of Sunset office, Seattle, has resigned to become a model wife. All Sunset girls wish Mr. and Mrs. Portten health, wealth, and happiness.

Mrs. Mayme Bridston, collection clerk at Seattle, has returned from a visit to her parents in North Dakota and is again filling her usual place.

Mrs. Orrel F. McKeitt, private branch exchange operator in the manager's office at Spokane, who has been absent since June 4 on account of illness, has now returned to her duties.

Of interest to her many friends was the birth of a daughter on October 2 to Mrs. Mae Russell. Mrs. Russell was formerly Miss Mae Mitchell of the Walla Walla operating force.

Miss Lillian Hebert, a stenographer in the division commercial department, has resigned to become a realtor at Alhambra, Cal. Dorothy J. Sutton has succeeded Miss Hebert.

Grant Wright, secretary and general manager for the Farmers Independent Telephone Association, visited the Centralia and Chehalis offices several times during the past month.

Manager George A. Walker and Special Agent E. E. Crandall recently visited several of our exchanges and connecting companies in the northeastern part of the Spokane territory.

Among the losses from the long-distance office, Seattle, during the month are: Irene Mitchell, Marie Penn, and Anna Case. They have been helping out during the summer months.

Miss Katrina Lanhart, operator at Walla Walla, has returned from a month's vacation spent in touring California and parts of Oregon. Miss Lanhart reports a very delightful time.

T. W. Sherman, A. F. Hennes, and R. H. L. Conklin of the business office at Seattle are spending their vacations on a fishing trip to Vancouver Island and other British Columbia points.

Miss Jane Hendrickesen and Miss Z. Huguelet, both of Kenwood office, Seattle, have resigned to return to the University of Washington. All the Kenwood girls wish them a very successful year.

Miss Rosaline Whyatt, cashier at Raymond exchange, spent an enjoyable two weeks' vacation in California. During her absence her duties were performed by Mrs. R. C. Armstrong, former cashier.

A cleverly arranged surprise miscellaneous shower was given by some of the girls of the Main office at Spokane for Mrs. Mathews, a recent bride. Every one reported having had a good time.

G. F. Comstock, building engineer for our company, with offices at San Francisco, who supervised the construction of our telephone building, visited Seattle recently after an absence of two years.

Miss Florence McGovern, sales clerk at Spokane, resigned September 24 to reenter the University of Washington. Miss Margaret MacLennan, acting assistant cashier, has been appointed sales clerk to succeed Miss McGovern.

Miss Louisa Medler, supervisor of Kenwood office, Seattle, has at last discovered that to be minus tonsils is not as much fun as she anticipated—at least not at the present time. Miss Medler returned to the office feeling fine.



The Pacific Telephone Magazine.



That our directory advertising is keeping up with the growth of Seattle is indicated by the fact that, effective October 4, George O. Williams has been added as directory advertising salesman.

The girls in the Highland office at Spokane regret the loss of Miss Elsie Hathaway, who resigned to take up home duties, and Miss Grace Christiansin, who was recently married to Dwight Higgins.

Manager John Glover of Kent and Manager C. R. Wood of Bremerton during the week of September 17 called at division headquarters to take up matters concerning their respective exchanges.

The Rainier office operators at Seattle were recently presented with a beautiful fern for their restroom. It is quite the most pampered fern in the world, for the operators take turns in mothering it.

Miss I. Redick of East office, Seattle, spent her vacation recently at her home in Bellingham. Miss Redick returned raving about her mother's fine cooking. We all think the same as Miss Redick, don't we?

The many friends of Miss Helen Frink, local service observer, Walla Walla, will be glad to learn that she is slowly recovering from a long illness. It is hoped that she will soon be able to be with us again.

Mr. and Mrs. L. A. Klingele of Yakima are rejoicing over the arrival of a son. Mrs. Klingele will be remembered by her many friends as Miss Florence Lommell, former central office instructor at Walla Walla.

Vice President and General Attorney H. D. Pillsbury and F. T. Post, president of the Home Telephone and Telegraph Company of Spokane, were Seattle visitors during September, in connection with legal matters.

Miss Lois Cheesman, instructor at the training school, Seattle, has been appointed supervisor at Sunset office. We know that Sunset is very lucky to have her. Miss Cheesman was formerly a supervisor at Capitol office.

Mrs. Ella Sharp, assistant cashier, who has been on a furlough since June 25, returned to her duties September 26. During her furlough Mrs. Sharp visited friends and relatives in California, Eastern Canada, and Chicago.

Miss Alma Jumper, supervisor in the Beacon office, Seattle, returned October 1, after having enjoyed a wonderful month in her home town in South Dakota, renewing the acquaintance of old friends and visiting relatives.

H. N. Tyler, of the American Telephone and Telegraph Company, visited Seattle recently to make an inspection of our central office buildings. While here he included the division commercial staff on his calling list.

Ida Evelyn Embree, clerk at Centralia, recently underwent an operation for appendicitis at the Swedish Hospital in Seattle. The operation was reported as being successful and it is expected that she will be back on duty soon.

The operators in the Colfax office at Spokane are the proud recipients of a letter from W. T. Clark of Harpster, Idaho, in appreciation of long-distance service given him while in Colfax.

The girls at Rainier office, Seattle, were very glad to hear that the father of their chief operator, Miss Mamie Johnston, is recovering from the serious operation he recently underwent.

Miss Ruth D. Trelstad, Miss Lottie Lenfest, and Mrs. Mayme Bridston of Seattle are the proud possessors of company service emblems, which were presented to them during the past month.

Miss Laretia Loundagin of the Waitsburg operating force became the bride of Rufus Carpender of Grandview on September 30. A farewell party was given in her honor at the home of Mrs. Irene Kellogg, Waitsburg's chief operator.

Manager George A. Walker and Special Agent E. E. Crandall recently visited the exchanges of Ritzville, Lind, Ephrata, Wilson Creek, Odessa, Harrington, and Hatton, as well as the connecting company exchanges of Neppel and Quincy.

Division Commercial Superintendent W. J. Phillips, accompanied by Division Commercial Engineer W. C. Pickford, made a business trip to Bellingham exchange and over the week end they journeyed beyond the Canadian border.

Mrs. B. L. Gordon, one of the Spokane subscribers, highly complimented the operators who have been handling her telephone calls, and to show her appreciation Mrs. Gordon presented them with several tickets to the charity ball.

The girls of the Kenwood operating force, Seattle, will soon require eye shields, the new diamonds being worn by Miss Kathryn Mitchell and Miss Laura Beattle are so very bright. All the girls of Kenwood extend congratulations.

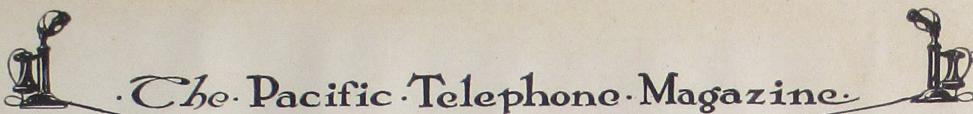
In response to the demands of his position, A. Henley, plant traveling auditor, visited Seattle and other points in the Washington Division. While here he also had a brief interview with Division Commercial Superintendent Phillips.

Effective October 1, the exchange of Northport was placed on an agency basis. Miss Carrie Allen was appointed agent, to succeed Miss Helen McCaslin, chief operator, who has been transferred to the position of operator at Wenatchee.

Division Auditor A. V. Crowley, with headquarters at Portland, Ore., was a Seattle visitor recently. While here he conferred with District Revenue Accountant Gehres, and also found a minute's time to call on the division commercial staff.

Mrs. Gordon MacPherson of Capitol office, Seattle, has returned to the office, after having been away for a month visiting her mother at Richmond Beach. The girls at Capitol missed her smile and her bright, lively person about the office.

Mrs. Knaier, née Miss McConnell, of East office, Seattle, recently made her first two apple pies. Mrs. Knaier declared that her pies were better than the ones her mother makes. We had better try them before passing judgment on her mother's cooking.



The Pacific Telephone Magazine.

Miss Florence Walsh, supervisor in the East office, Seattle, will soon be resigning to teach golf, if what we hear is true. At her last game she played 18 holes. Miss Walsh is quite a golf enthusiast and spends her spare time on the Jefferson Park links.

L. W. Fuller, division commercial cashier of the Northwestern Bell Telephone Company at Grand Forks, N. D., while traversing the Pacific Northwest on a vacation tour, stopped off at Seattle, and while here called on the division commercial supervisor.

Miss M. Lynch, East office chief operator at Seattle, and Miss Reta Hillibrant motored to O'Hop Bob's Inn at Granada Falls on September 23, remaining at the inn for dinner. O'Hop Bob's has won considerable fame for the delicious chicken dinners served.

A courtesy campaign was conducted at Rainier office, Seattle, with great success. Cartoons and slogans were contributed. Some of the slogans were as follows: "Courtesy is like sunshine—it warms human nature." "Courtesy is a key which opens many doors." "Courtesy is a human bank account."

Miss Pearl Sarff, operator at Sumner, had the misfortune to fracture her skull, caused by a fall from a motorcycle. This happened on August 17, but it is reported now that she is rapidly recovering, and her many Sumner friends are pleased to know that she will soon be able to return to her work.

R. B. McArthur, owner and manager of the connecting company operating at Tenino and Bucoda, was killed in an accident on October 6. A new Maxwell car, in which he and two friends were riding, skidded off the pavement as they entered Tenino. All who knew him deeply regret the loss of a true friend.

The annual dinner given by the Vancouver Rotary Club to the freshmen boys of the Vancouver High School was held on the evening of September 21 at the Y. W. C. A. dining room. Manager F. W. Sinclair of the Vancouver exchange acted as toastmaster and chairman of the committee in charge of the affair.

The girls of Capitol office, Seattle, were agreeably surprised last month when they received a huge box of chocolates sent them by Mrs. H. R. Merser, a subscriber. Mrs. Merser was prompted to make this very delightful gift by the courteous and efficient service she received while calling a rather long list of telephone numbers.

The following letter was recently received in the Yakima office of our company from Mrs. Sydney V. Hawkey, a subscriber: "I dare say you may get a few letters of complaint in your daily mail, so perhaps you would appreciate one of thanks for the courtesy and consideration I have always met at your hands. Glancing at your bill tonight, as it lay on my desk, I saw that it ought to be paid within fifteen days from receipt. I am careless, and rarely remember it until you have to call me up to remind me, and there is never any impatience in that reminder, as there might very well be."

During the week of September 18 the employees of the Washington Division were honored by a visit from President G. E. McFarland of our company, while on a general inspection tour. He made a trip to Port Angeles and the Peninsula country, accompanied by Mrs. McFarland and Division Commercial Superintendent W. J. Phillips.

The following interesting announcement, dated October 1, has been made: "Effective October 1, 1923, George Chalfant is appointed district traffic superintendent of the Seattle district, vice J. A. West; transferred to the Coast Division. E. L. BREENE, *Division Superintendent of Traffic*. Approved: J. H. CORCORAN, *General Superintendent of Traffic*."

Owing to a continual downpour of rain, the wiener roast which was planned by the long-distance girls at Spokane to be held at Down River Park was transferred to the home of Miss Marion Johnson. All enjoyed roasting wieners and toasting marshmallows at the fireplace, after which they drove to Otis Orchard and finished the evening by dancing.

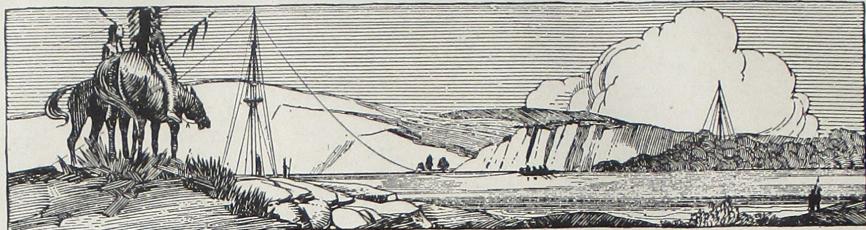
Two Western Electric installers have recently completed the installation of sixty additional answering jacks at the Olympia central office exchange. This will facilitate the handling of local calls and afford temporary relief. Due to the growth of this exchange, plans are under way for the placing of another section to lighten the load on the now existing boards.

Mrs. Katherine Glover, manager of the Skagit River Telephone Company of Concrete, and her sister, Mrs. Wheelock of Hamilton, left on October 7 for a motor trip to Los Angeles. Mrs. Glover and Mrs. Wheelock plan to make a "non-stop" trip. They have arranged a bed in the tonneau of the car and will take turns sleeping and driving night and day, stopping only for car supplies and for part of their meals.

Miss Helen Williams of Glendale office, Seattle, had an extra month in addition to her regular vacation this year. The extra time was suggested by her physician. Miss Williams returned quite refreshed from her trip to her home in Montana. From there she journeyed to Still Water Valley, then by saddle horse to Limestone and on to Cooks City, four miles over the mountains to Grasshopper Glacier. She was rather surprised when she saw two bears, a mother and her cub, but was glad that they did not become too closely associated with her.

A farewell party was recently given in honor of Mrs. Jessie Kruse, supervisor in the Elliott office, Seattle, who has been transferred to San Francisco. The occasion was celebrated in the University district, at the lovely home of one of the operators, Mrs. Marguerite Simpson. Thirty girls attended the party and had a wonderful time, as telephone girls always do. After dancing and music, most delicious refreshments were served, during which a toast was given to the guest of honor by Mrs. June Crane. Mrs. Kruse will be missed greatly by her many friends at Elliott office, who congratulate San Francisco for adding her to the force.

1923 · NOVEMBER · ELEVENTH MONTH



ON NOVEMBER 15, 1861, the first telegraph line between the Atlantic and the Pacific was placed in operation. This was the culmination of years of pioneer effort during which telegraph lines had been pushed steadily westward across mountains, rivers and deserts, as far as Omaha. The last coast-to-coast link, from San Francisco, was now complete. The work, which was done in two sections, was finished in four months and eleven days. The announcement that telegraphic communication across the continent, long a popular dream, had at last become a reality was received in East and West alike with great enthusiasm.

NOVEMBER hath 30 days

"When the well's dry they know the worth of water"—Poor Richard



THE IMPORTANCE OF "INFORMATION"

So rapid is the increase in the number of telephone subscribers that each issue of the telephone directory soon becomes incomplete to the extent that the names of many new subscribers are not listed therein. As human supplements to the directory, information operators are provided in order to advise telephone users of the numbers of subscribers whose names cannot be found in the published lists. In the larger cities these operators have at their finger tips thousands of additional listings.

To permit the regular local operators to answer the inquiries now referred to the information operators would materially slow up service on regular traffic and render it inefficient.

I am the Voice. Clear and pleasing, I give answer to your call. Distant or near, midnight or noon, storm or calm, I respond to your slightest bidding.

I am the Hand. Trained to quick obedience, I note the symbols of your desire and weave the eerie strands of speech into the beginning of a pattern.

I am the Mind. Keen, sympathetic, knowing, I solve the riddle of the labyrinth. From city to farm, from mountain to plain, from sea to sea I leap—and am not content until voice meets voice in perfect understanding.

I am Long Distance.

"BY THE PEOPLE"

No interest, no family, no small group, no section of the country owns the American Telephone and Telegraph Company. Its stockholders are to be found in every state of the Union, and only about 1% of the stock is owned in Europe.

MOON'S PHASES

Eastern Time	For Central Mountain	Time de-
		duct 1 hr.
D. H. M. 1 3 49	Time,	
8 10 27	2 hrs;	
15 4 41	Pacific	
23 7 58	Time,	
	3 hrs.	

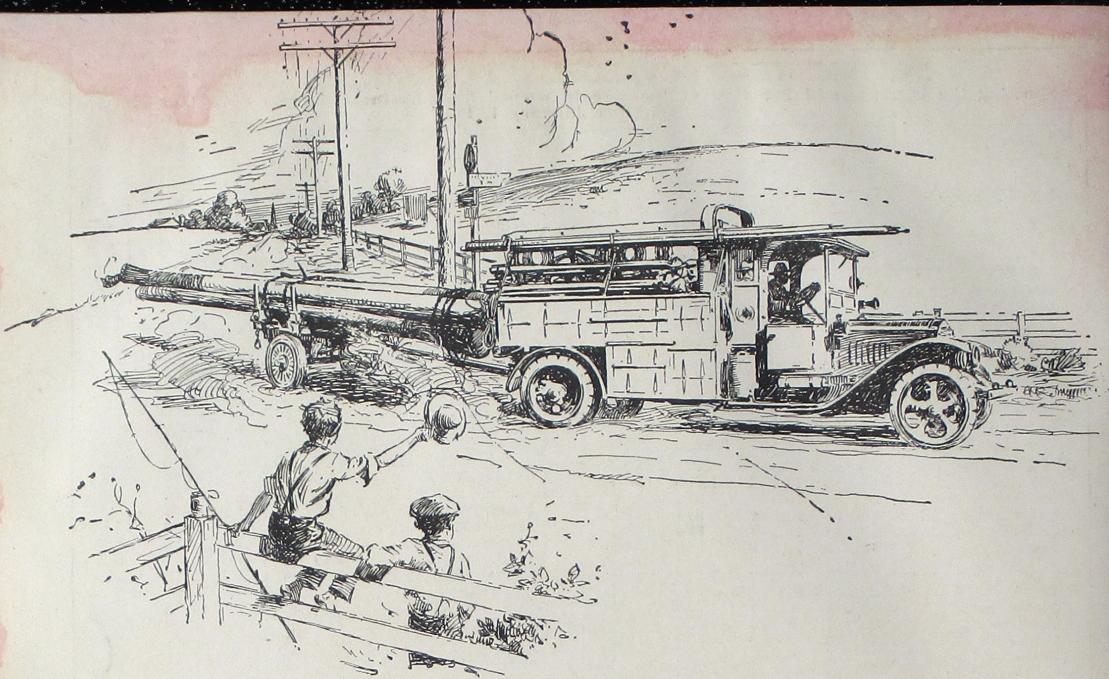


- 1—Th.—**All Saints Day.** Province of East Jersey separated into Bergen, Essex, Middlesex and Monmouth Counties, 1682.
- 2—Fr.—North Dakota and South Dakota admitted to the Union, 1889. *Cleveland Press*, first issue, 1878.
- 3—Sa.—*Los Angeles* has more telephones than *Belgium and Spain combined*.
- 4—Su.—First flint glass manufactured at Pittsburgh, 1808.
- 5—M.—Rensselaer Polytechnic Inst., Troy, N. Y., founded, 1824.
- 6—Tu.—**ELECTION DAY.** U. S. recognized independence of Panama, 1903.
- 7—W.—Erie R.R. started at Deposit, N. Y., 1835.
- 8—Th.—Denver made capital of Colorado, 1881. *Louisville Courier-Journal*, first issue, 1868.
- 9—Fr.—*Boston Post*, first issue, 1831. Montana admitted, 1889.
- 10—Sa.—*Illinois State Journal*, first issue, under name of *Sangamon Journal*, 1831. Albany, N. Y., streets first lighted by gas, 1845. Bergen Co., N. J., organized and New Barbadoes, now Hackensack, named County Seat, 1709.
- 11—Su.—**ARMISTICE DAY** Washington (State) admitted to the Union, 1889. *Exercises at funeral of America's Unknown Soldier heard by 150,000 at Arlington, Va., New York and San Francisco, by means of Bell "Loud Speaker" apparatus and long distance lines, 1921.*
- 12—M.—Opening of Conference for Limitation of Armaments, 1921.
- 13—Tu.—First passenger train in Wyoming, 1867.
- 14—W.—Net earnings of A. T. & T. Co. have averaged \$10 per share per year for 23 years.
- 15—Th.—Chesapeake and Ohio R.R. opened to Huntington, W. Va., 1873. Passaic, N. J., motorizes fire department, first in U. S., 1909.
- 16—Fr.—Oklahoma admitted to the Union, 1907. *New York Evening Post*, first number published, 1801.
- 17—Sa.—Congress met for first time at Washington, D. C., 1800.
- 18—Su.—Standard railroad time in U. S. goes into effect, 1883.
- 19—M.—Lincoln delivered his Gettysburg Address, 1863.
- 20—Tu.—*Arkansas Gazette* (Little Rock), first issue, 1819. *Wyoming Tribune*, of Cheyenne, first issue, 1869. First Nebraska Census completed, 1854.
- 21—W.—North Carolina ratified the U. S. Constitution, 1789.
- 22—Th.—408th Telegraph Battalion (Northwestern Bell Tel. Co.) sailed for France, 1917. First Protestant Church in Indiana organized at Owens Creek, 1798.
- 23—Fr.—A telephone message travels across continent in 1-50 of a second.
- 24—Sa.—American Woman's Suffrage Association organized, 1869.
- 25—Su.—*Christian Science Monitor*, first issue, 1908.
- 26—M.—**First long distance telephone conversation, Boston to Salem, Mass., 16 miles, 1876.**
- 27—Tu.—Average stock-holding in A. T. & T. Co. is 25 shares.
- 28—W.—Olympia made capital of Washington State, 1853.
- 29—Th.—**Thanksgiving Day.** First election in Kansas, 1854.
- 30—Fr.—**St. Andrew's Day.**

STATEMENT OF DEVELOPMENT OCTOBER 1, 1923

Showing the Increase and Per Cent of Increase in Owned Stations in Exchanges of 300 or More
Stations Since January 1, 1923

[—] Loss of Exchange having dual system.



Building for Growth

LONG in advance of actual work telephone construction must be foreseen, engineered and financed.

Many men and many machines, unseen by you, are working to provide you and your neighbors with adequate service.

If you had magic eyes, you could see, all over America, thousands of towns where work is in progress. Every working day the Bell System's bill for new construction is

over three-quarters of a million dollars.

All of this new construction benefits you. Every extension of telephone facilities, anywhere, increases the value of telephone service everywhere.

Every dollar's worth of new Bell System construction enables each community better to work out its own destiny and knits it and other communities more closely together into a national commonwealth of speech.

Bell System

One Policy . One System
Universal Service



And All Directed Towards
Better Service

The Pacific Telephone and Telegraph Company